



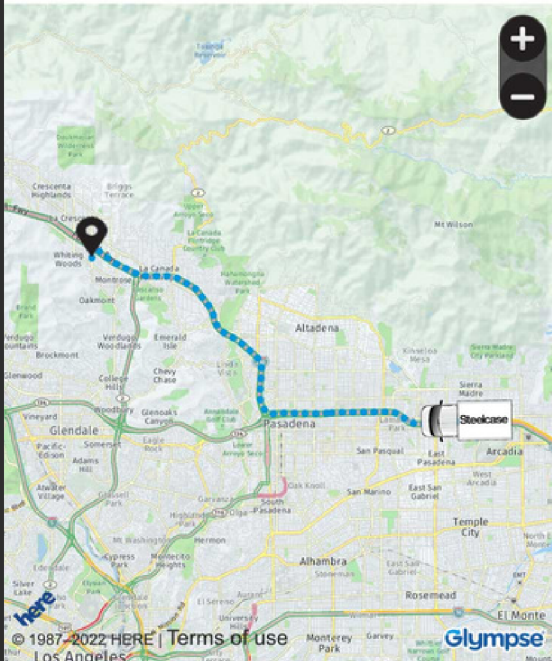
Steelcase

We're on our way!

41 MINS

🕒 Arrival Time: 9:13 AM

📍 2798 Piedmont Ave, Glendale, CA



Driver/Carrier Anonymous  
Shipment #3152466517

Questions? Need assistance? Contact us.



"We for sure see ourselves using Glympse as a differentiator to our competitors."

Scot Ursum

Project Manager at Steelcase

# Steelcase CASE STUDY

Glympse helps Steelcase leverage technology to dramatically improve the last touchpoint in the ordering process for consumers everywhere.

## OBJECTIVES

As a result of industry changes and economic uncertainty, **Steelcase** wanted to create a bold new level of service by way of their drivers – the last touchpoint in the ordering process. They wanted to offer an Uber-like experience for customers – one that offered all the communication and control they wanted, coupled with the results that they deserved.

## CHALLENGES

- The COVID-19 pandemic drove industry-wide changes and economic uncertainty
- The rise of remote working limited demand for Steelcase's core products
- The need arose to create a bold new level of service by the way of Steelcase drivers – the last touchpoint in the ordering process

## SOLUTION

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After careful consideration, **Glympse** was chosen thanks to its capacity to act as a real-time location solution that integrates the live tracking of drivers, complete with messaging via email and SMS, via an opportunity to let customers know when their products are on the way.

**Steelcase** was already using **Salesforce Service Cloud** to share information across their enterprise. **Glympse** was beneficial in that it already had an integration for **Salesforce** ready-to-go, allowing to decrease the solution's overall time-to-market significantly. Because of that, **Steelcase** was not forced to move from **Salesforce** to a more expensive product as they feared might be the case.

**Glympse's** innovative solution was also able to generate proactive considerations between consumers and brands during those essential moments that matter most of all. The intelligent, two-way communication features help to deliver the best possible customer outcomes while also reducing operational costs in one fell swoop.

# Steelcase

## RESULTS

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For **Steelcase**, the results of the collaboration with **Glympse** were as impressive as they were immediate. Not only are they dealing with fewer people waiting around at the customer site (avoiding costly delays in the process), but they have also experienced fewer calls to dispatchers as well.

People are no longer spending so much time inquiring as to where a truck and its products actually are. Not only does this free up the valuable time of dispatchers so that they can focus on more critical matters, but it also helps to improve the quality of the experience **Steelcase** is able to offer to customers – which in and of itself is the most important benefit of all.



## CONTACT

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