



Quick Service Restaurant (QSR) CASE STUDY

Glympse provides our QSR partner with live tracking for their food deliveries, creating a better customer experience and a bigger bottom line.

OBJECTIVES

This QSR is in a competitive market. They're one of the top national QSR chains, delivering more than 350 million deliveries a year. With that level of competition, finding ways to differentiate while maintaining brand integrity and enhancing operations is no small task.



"As a franchisee owner, it's important to find the right partners to stay ahead of the trends. Glympse has the vision to do just that by eliminating much of our non transactional call volume and by generating real-time metrics for key operational components that were previously unmeasurable. Because of Glympse, I have happier customers and a bigger bottom line."

Franchise Owner

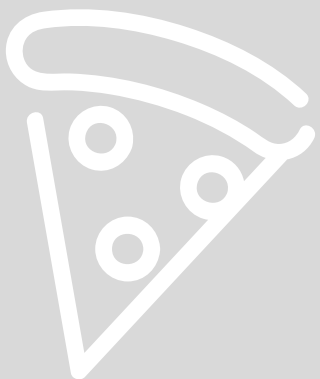
CHALLENGES

- Competitors began offering a pizza tracker that gave the illusion of tracking deliveries without actually showing real location and ETA.
- They wanted to partner with a solid company to provide a better experience than others in the industry and leapfrog their competition by being the first to have a true real-time tracking experience.

SOLUTION

The Glympse platform was integrated to provide a seamless, white-glove experience for the end-customer waiting for their pizza to arrive. It also provides an easy-to-use solution for drivers without causing distracted driving or dangers to driver safety.

Glympse is fully customizable to fit the pizza companies use case needs and their brand. Features include this like live map and ETA, order summary, automated communication, data and business insights (BI), back-end console/dashboard, real-time feedback, advertising capabilities and localization.



RESULTS

Customers love the ability to track their pizza deliveries; “Excellent service! Tracking was great; it helped me and the driver!” Their feedback ratings have improved, and Franchisees are seeing an increase in sales that they attribute to live tracking. Most importantly, their customers are pleased with the real-time visibility into seeing when the driver will arrive.



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