



WILLIAMS SONOMA CASE STUDY

Glympse helps Williams Sonoma connect and engage with their customers with delivery tracking through email/text. Furthermore, they acquired rich data reports that captures promise time, time-on-site, and much more.

OBJECTIVES

Williams Sonoma is a luxury consumer retail company specializing in selling high-quality home products. They wanted to give their customers a better experience with the delivery of their products by giving them a more accurate window for their delivery. Additionally, they wanted to let their customers have the ability to check their order in app or phone call.



"Integration with Glympse was painless. It was one of the easier upgrades we have ever gone through. Our leadership is happy with the Glympse Journey and it's exactly what we needed."

John O'Shaughnessy
VP Product Management for Supply Chain & Corporate System at William Sonoma

CHALLENGES

- Give customers an accurate delivery window with instant notifications throughout the delivery process
- Decrease the number of missed delivery appointments due to customers not being home for their delivery.

SOLUTION

Williams Sonoma partnered with Glympse to implement a real-time geolocation platform solution through Descartes.

Glympse successfully gave

Williams Sonoma:

- Delivery Tracking
- Rich reporting data

Williams Sonoma started on our older platform and moved to latest platform in 2021 to take advantage of all our new features. Williams Sonoma have continued to be impressed by Glympse's continued efforts to revolutionize the last mile experience.

RESULTS

Williams Sonoma saw immediate benefits after implementing Glympse's last mile solution and have received positive feedback from their loyal customers on these new features.

Williams Sonoma Started giving their customers the most up-to-date ETAs for delivery orders, reducing customer care call.

With customers knowing exactly when their orders will arrive, Williams Sonoma decreased missed deliveries and return visits. This has positively impacted their bottom line by saving money on gas.

Providing clear communication and real-time tracking of deliveries cuts out questions and uncertainty, creating loyal, lasting customers.



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