



# Glympse for Food Delivery

## ENGAGE WITH LAST MILE VISIBILITY

**Seventy-two percent of customers** have raised their expectations around food delivery this year, and forty-three percent want to be able to track their order online and in real-time.<sup>1</sup> Clear, real-time visibility for deliveries is no longer optional. It's now a table stakes for any last mile customer experience.

Moreover, real-time tracking technology provides the necessary foundation to build next-level, flexible ordering experiences for your customers: like on-demand ordering, last-minute add-ons and same-day fulfillment. Major brands around the world turn to **Glympse** to transform their experience for deliveries of all types, whether it's food from your restaurant or bags of groceries.

## DISCOVER THE POWER OF A GLYMPSE

**Glympse** keeps customers informed with step-by-step notifications, an interactive, branded web experience, a continuously updated and highly accurate ETA, and a live map view when their order is on the way. By eliminating uncertainty and removing friction, Glympse lowers costs and redefines holistic customer journey engagement. With Glympse, your customers are never left feeling hungry, frustrated or worried their groceries will be left on the porch too long or that their takeout will be cold.

Brands that use **Glympse for Food Delivery** lower costs by eliminating missed deliveries and reducing inbound calls to the store or restaurant, drive revenue with on-demand add-ons, capture contextual customer feedback and react to it instantly - raising overall customer loyalty.

<sup>1</sup> 2018 State of Last Mile Service & Delivery, Glympse & Harris Interactive  
<https://glympse.com/wp-content/uploads/The-State-of-Service-Delivery-by-Glympse.pdf>

## WHY GLYMPSE

### CUTTING-EDGE TECH

- Build on a robust, proven and sophisticated location sharing platform
- Deploy a branded, multi-phase journey experience
- Fully customize the information and CTAs displayed to customers
- Focus on building focal points for customer engagement, as Glympse handles nuanced location data

### SOLUTION HIGHLIGHTS

- Glympse Journey
- Advertising Placements
- Feedback Capture
- Multi-Channel Notifications
- Glympse Console
- IVR Service
- Mobile Applications
- Glympse SDK, REST APIs

## THE COMPLETE SOLUTION: GLYMPSE FOR FOOD DELIVERY

Glympse has honed its location sharing and digital engagement expertise over a decade. More than simple notifications and customer communication, **Glympse for Food Delivery** offers intelligent, interactive and high-fidelity experiences backed by powerful location context. The full solution includes the following:

### Glympse Journey

For your end customers, the **Glympse Journey** is a branded, interactive and phase-driven live map web experience. It utilizes modules to display task data as key delivery details to your customers. Additionally, it provides real-time location and an ETA countdown in a live map view during the last mile of delivery. It also collects feedback immediately after the delivery is complete. The **Glympse Journey** is:

- Responsive to desktop and mobile browsers and embeddable in an iFrame
- Available in consumer-facing mobile applications via SDK or web view embed
- Flexible to your choice of mapping provider
- Configurable with choice of standard modules to build interactive journeys, such as live map, ETA, delivery window, delivery and customer details, delivery representative photo, an advertising carousel for in-house marketing offers, as well as 5-star feedback and customer comment capture
- Customizable to include as many phases (or steps) in the journey as you choose, with standard phases including Scheduled, Pre, ETA, Live, Arrived, Feedback, Exception and Cancelled

### Multi-Channel Notifications

Every Glympse delivery journey begins when a customer receives a notification prompting them to navigate to the first phase of their Glympse-powered experience. **Multi-Channel Notifications** are included in the Glympse platform, and we offer configurable multi-channel notification rules and customizable templates. Specify who receives each notification, whether it's for one individual or several stakeholders. Notifications are available for email, SMS or PUSH templates and fully responsive to desktop and mobile email clients.

### Glympse Console

Managers, clerks and restaurant staff need the same real-time visibility into delivery status as end customers. The **Glympse Console** is a modular and brandable web application for viewing and searching Glympse data. Customization allows you to configure metrics and live map views to suit your individual preferences. The **Glympse Console** is:

- Designed for desktop but fully responsive for viewing on a tablet or mobile device
- Supported for Chrome, Safari and IE11+ browsers
- Accessible via login and provisioned permissions with a Glympse Username or SSO
- Easy to navigate with driver and order search functionality built into the console

Dashboard access includes metrics for supervisors or general managers to visualize delivery KPIs in simple, illustrative tiles and the ability to export raw task and agent data as PDFs. Data is available for 32 days by default, reports and visualizations are updated every 4 hours, and customer time frames can be displayed for daily, weekly or monthly viewing. Standard metrics include customer engagement, feedback and last-mile execution. The **Glympse Console** also includes a Live Map designed to provide order dispatchers, logistics teams, store employees, restaurant staff and general managers with a global, real-time view of delivery agents, including current and future task details. The Live Map provides visibility from any level – individual, team or full organizations – and can be filtered for viewing by order or delivery employee status.

## IVR Service

Some end customers may not have access to the web in order to view a Glympse, and some just prefer to receive updates by phone. That's okay! The Glympse platform includes an **IVR Service** that integrates easily with any modern IVR. The **Glympse IVR Service** answers the "Where's my delivery?" question, and your customers don't have to wait for or speak to a live agent.

It can also be integrated with customer care tools to incorporate Glympse data into an order console or standard workflow. This high-performance service is configurable to return only the information you choose to reveal – ETA, representative information, delivery information, phase status, etc.

## Mobile Applications

**Glympse Mobile Applications** increase your speed to market if you don't already have a delivery app. Our enterprise-grade mobile applications help delivery representatives to manage their tasks. Your team receives updates and new features as we develop them. With **Glympse Mobile Applications** you get access to a proven, pre-integrated process to ensure highly accurate location data collection and flow, proper delivery statuses and even sophisticated geo-fence logic built into the **Glympse Platform**.

These are purpose-built Android and iOS Native applications built on top of the Glympse EnRoute SDK for task management and powering agent location sharing. They're fully operable in headless mode, accessible via login with Glympse Username or SSO and published to app stores or available for distribution via MDM.

## Glympse SDK

Glympse is designed to augment your existing delivery applications and workflows. The **Glympse SDK** can be integrated directly with mobile applications and offers embeddable libraries for interfacing with a Native OS and/or Glympse APIs. It surfaces and simplifies interactions and optimizes battery and data usage.

## REST APIs

Glympse REST APIs support back office integration with the **Glympse Platform**. They're a standard integration point for delivery, workforce management or any platform used to manage last mile logistics. Our REST APIs provide endpoints for org/agent/device management, task & shift management, webhook actions, and retrieving data/report.

## POWERFUL RESULTS

The **Glympse Platform** is deployed around the globe with major brands in industries like Retail, Business Supplies, Grocery, Cable/Telco/PayTV, HVAC, Home Furniture, Pest Control, Healthcare, Construction, Residential & Commercial Energy Services, Pharmaceutical Delivery, and more. Glympse customers have:

- Reduced "customer not-at-homes" by more than **20 percent**
- Reduced "Where's my delivery?" calls by **25 percent**
- **Increased revenue** by preventing customer cancellations and re-schedules due to inconvenience
- Deflected calls to lower cost support channels like chat or modern IVR
- Utilized the customer-facing Glympse Journey viewer for targeted advertising programs

For more success stories, visit [glympse.com/customers](http://glympse.com/customers).

Glympse returns time and control back to consumers when it comes to home services, deliveries and pickups. Our technology helps our global Fortune 1000 customers streamline their last mile fulfillment, so their end customers no longer have to wait and wonder about an ETA.



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### About Glympse

Glympse is a built-for-mobility location communication and customer engagement platform, offering powerful APIs and robust SaaS applications that help Fortune 1000 companies improve their customer satisfaction by eliminating the friction and anxiety of product and service delivery experiences. The pioneer in real-time temporary location sharing technology, Glympse's powerful platform and market-tested industry solutions successfully aggregate existing service, marketing and commerce cloud capabilities into a single, easy-to-use and interactive Glympse (a multi-phase, customer-facing digital tracking hub). Glympse helps businesses improve communication and increase satisfaction when their products and services are delivered or picked up by their customers. For more information, visit [glympse.com](http://glympse.com).

