



Industry – Retail
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Challenges

- Simplify management of key customer account information such as order line items, delivery data, and gift card information
- Enable faster updates to case data without intervention from the helpdesk
- Employ a familiar user experience to improve employee productivity and efficiency in the contact center and logistics departments

100% ROI in less than two months

Venerable grocery store chain uses GridBuddy to reduce data management time by 85% to improve online and in-store customer experiences.

CHALLENGES IN THE BACK OFFICE

Many people view a trip to the grocery store is an uneventful, yet necessary chore. In most cases, the lack of drama and adversity is due to the efforts of countless people working behind the scenes to create a safe, productive, and enjoyable shopping experience.

Such is the case with Giant Eagle. For more than 80 years, the grocery chain has been delighting customers with quality products, great prices, and innovative services while rewarding repeat shopping with a robust customer loyalty program and timely customer support. Like many large organizations, Giant Eagle relies on industry-standard technologies like Salesforce to manage massive volumes of customer data that powers its business.

However, with increasing amounts of customer data piling up daily, managing all of it through the traditional Salesforce interface became more challenging for the company's contact center and logistics department personnel. Essential customer information such as order line items, delivery data, and gift card information was stored in custom object records in Salesforce, and could have up to 15 fields for each record.

Solution

Giant Eagle uses GridBuddy to create an editable grid of line item data and customer order data related to a Case, enabling customer care reps to update effortlessly several gift card fields and records to the same value in one operation.

Business Outcomes

- Simplified management of essential customer data using mass edit and mass update operations in a familiar spreadsheet experience
- Deployed intuitive, efficient grids without intervention from IT or the helpdesk
- Reduced gift card data management time by 85%, from three hours to 30 minutes per user
- Accelerated customer order and line item information management by up to 60% across the department
- Achieved 100% ROI in less than two months

Cases often had several of these custom object records, each of which could only be updated individually, costing the logistics department three hours per worker on average to update ten cases. The customer support team faced similar challenges, as employees who were accustomed to working in Microsoft Excel struggled to adjust to the Salesforce user interface (UI), extending the time required for problem resolution and risking an unsatisfactory customer experience.

To overcome these challenges, Giant Eagle set out to find a more efficient and cost-effective way to manage its case resolution activities, aiming to increase data management productivity and simplify workflows to help put its logistics and customer support employees in positions to succeed.

A SINGLE OPERATION FOR MAXIMUM EFFICIENCY

Giant Eagle turned to GridBuddy by AppBuddy to simplify its customer data management processes and boost employee productivity to enhance the customer experience in-store and online. GridBuddy's point-and-click configuration and simple, familiar spreadsheet user experience, and no-code deployment allow Giant Eagle logistics and customer support managers to rapidly create editable grids for easy editing of multiple records and cases.

With GridBuddy grids, employees can easily manage multiple line items, records, and customer order information related to a particular case simultaneously for greater efficiency. At the same time, other grids help customer support personnel manage gift card data within cases to accelerate order delivery, updates to gift card balances, or other service-related activities. Salesforce users can launch grids with the click of a custom button on the case object for one-touch access to the information they need.

Now, the logistics department can press a button to launch a grid of line items and customer order data, while customer support users can do the same to access gift card data. From there, GridBuddy's mass edit and mass update capabilities enable users to update several gift card fields or other customer data objects in a single, simple operation.

WHOLESALE CHANGE TO A RETAIL BUSINESS

GridBuddy has fueled a wholesale change in the way Giant Eagle's logistics and customer support departments manage their responsibilities. In the past, employees struggled to understand the native Salesforce UI because it was too complex and time-consuming. GridBuddy's familiar spreadsheet-like operations has helped boost user adoption and standardize processes across the enterprise, resulting in more timely and accurate data management.



GridBuddy has helped us to reduce call durations with customers, reduce operating costs and increase the volume of cases handled per agent all with very little configuration time needed.

– Michael Speer, Programmer and Analyst,
Giant Eagle

Simpler and streamlined data management has had a profound impact on the company's resource allocation and operating costs. Since deploying GridBuddy, Giant Eagle's call center reduced manhours required to enter gift card data by as much as 85%, slashing data management time from three hours per worker to approximately 30 minutes.



We were able to get GridBuddy setup and running quickly and released to our call agents in under a day! With the short turnaround, we were able to see an immediate impact with our agents and realized the cost savings sooner than we had imagined.

– Michael Speer,
Programmer and Analyst, **Giant Eagle**

The logistics department has enjoyed similar success, having reduced the time spent managing customer order and line item information by up to 60% across the department. All told, the company realized a complete return on its investment (ROI) in less than two months, as the improvements in one employee's productivity generated enough savings to cover the cost of the app for the entire staff for the entire year.



Founded in 1931, Giant Eagle is one of the 40 largest family-operated companies in the US and operates Giant Eagle, GetGo and Market District stores. As we continue to grow and expand, our commitment to our core values and the well-being of our Team Members, customers, and our communities is as strong as ever. We listen to what you have to say and do everything we can to provide a safe, caring, family-oriented environment.

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AppBuddy creates productivity applications that enable organizations to streamline how they manage information in Salesforce. Its GridBuddy app is used by over 3,400 organizations worldwide that have realized significant productivity gains and data quality improvements through better user experience. Happy users = Happy data.

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