# Waitwhile Customer Stories

Waitwhile

LOUIS VUITTON    HEYWEAR    BEST BUY    gojek

BEST BUY
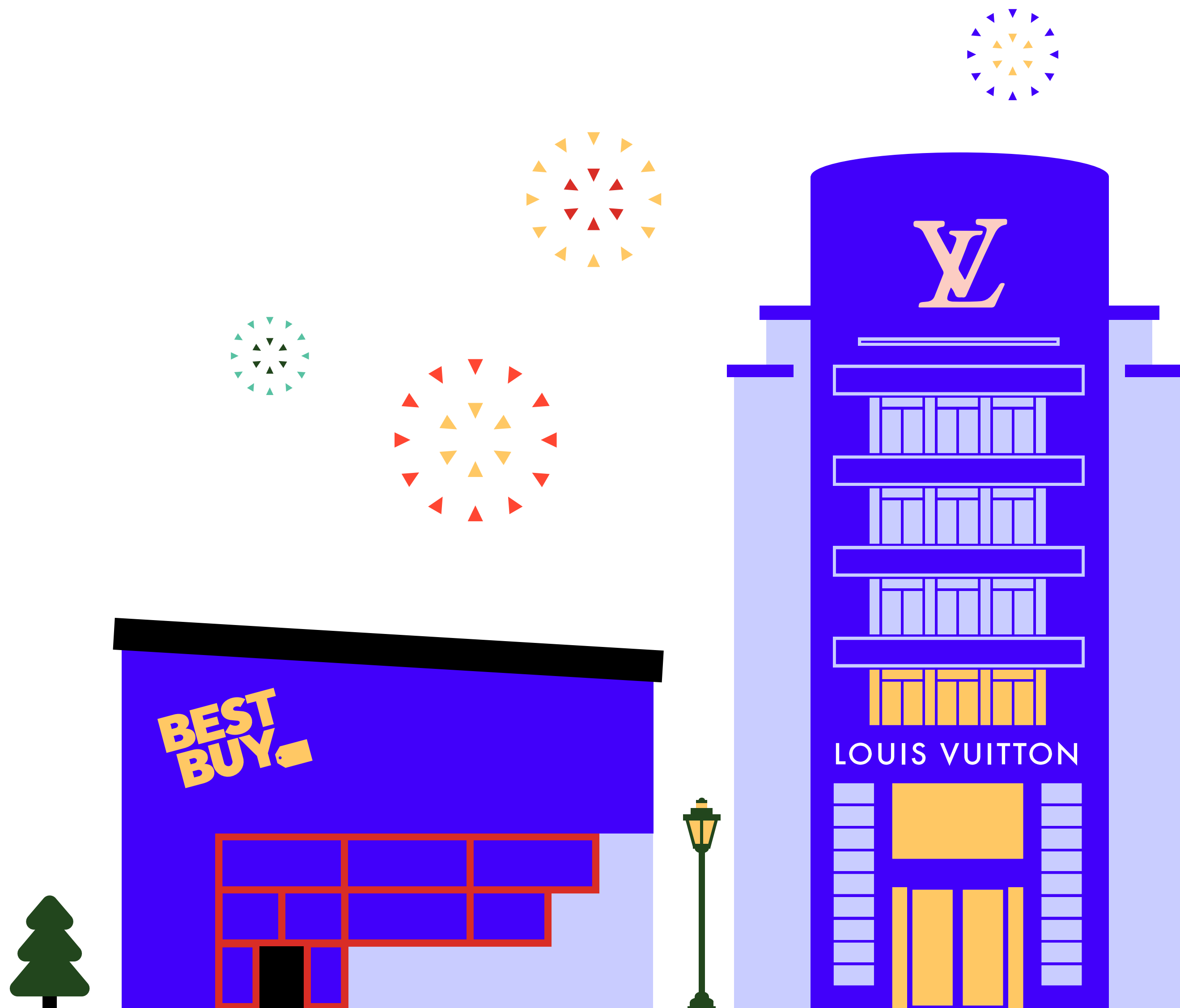
LOUIS VUITTON

LOUIS VUITTON

# Creating **Personalized Check-in Experiences Worldwide** at Louis Vuitton

Founded in 1854, Louis Vuitton is a world-renowned French fashion house and luxury goods company. As one of the world's leading international fashion houses, Louis Vuitton sells its products through standalone boutiques, leased spaces in high-end department stores, and via its website.

The company has been relying on Waitwhile to deliver exceptional customer experiences across the globe since 2017.

**2M+**
customers served

**366**
stores on Waitwhile

## The Challenge

As Louis Vuitton saw increasing growth and higher foot traffic in their brick-and-mortar retail locations, the company was faced with the challenge of meeting high customer expectations for elevated service. No longer satisfied with pen and paper, the team needed a tool that was modern, flexible, and scalable that would deliver the personalized experience Louis Vuitton clients had come to expect.

## The Solution

As one of the world's most recognizable brands, Louis Vuitton needed to maintain its brand equity across all client touchpoints. With Waitwhile's flexible interface and open API, the company was able to tailor its client flows with brand assets and customized messaging.

To make every client feel like a VIP, Louis Vuitton used Waitwhile to craft a high-touch check-in experience. Because Louis Vuitton offers 1-1 shopping experiences to their clients and wants to limit the number of shoppers in a store at any given time, clients are sometimes asked to wait. Upon guest arrival, a host meets the client at the entrance and assists them with check-in. Should there be a wait, clients receive an accurate wait time estimate and are kept updated on their wait status via Waitwhile.

After rolling out this efficient waiting experience that gives clients the freedom to do anything while they wait, Louis Vuitton expanded its use of Waitwhile to include other aspects of their client flow, including shopping appointments, two-way messaging, and clienteling.

## The Result

Louis Vuitton has found great success over its 6+ year partnership with Waitwhile. On a corporate level, the company has been able to get a better understanding of their client experience using Waitwhile Analytics. Through at-a-glance dashboards, staff and management are able to get visibility on current wait times and historical wait time trends, as well as surface insights to decrease waits.

Importantly, Waitwhile has enabled Louis Vuitton to keep up with ever-rising consumer expectations for personal, fast, and convenient service. With Waitwhile, Louis Vuitton is able to deliver on its brand promise by eliminating physical lines and to create luxurious shopping experiences.

> **"Waitwhile has been invaluable for helping us manage lines during peak season and year round."**
>
> **Charles Johnson**
> Global Product Manager, Louis Vuitton

HEYWEAR

# Managing Customer Flow with a Personal Touch at HEYWEAR

Open since March 2021, HEYWEAR is a same-day optical studio based in NYC that is reinventing the prescription eyewear retail experience. Traditional prescription eyewear normally takes days or even weeks to produce and deliver. At HEYWEAR, an all-in-one optical approach brings together eye exams,

a frame showroom, and an optical lab to allow guests to get in and out with new prescription eyewear in as little as 30 minutes.
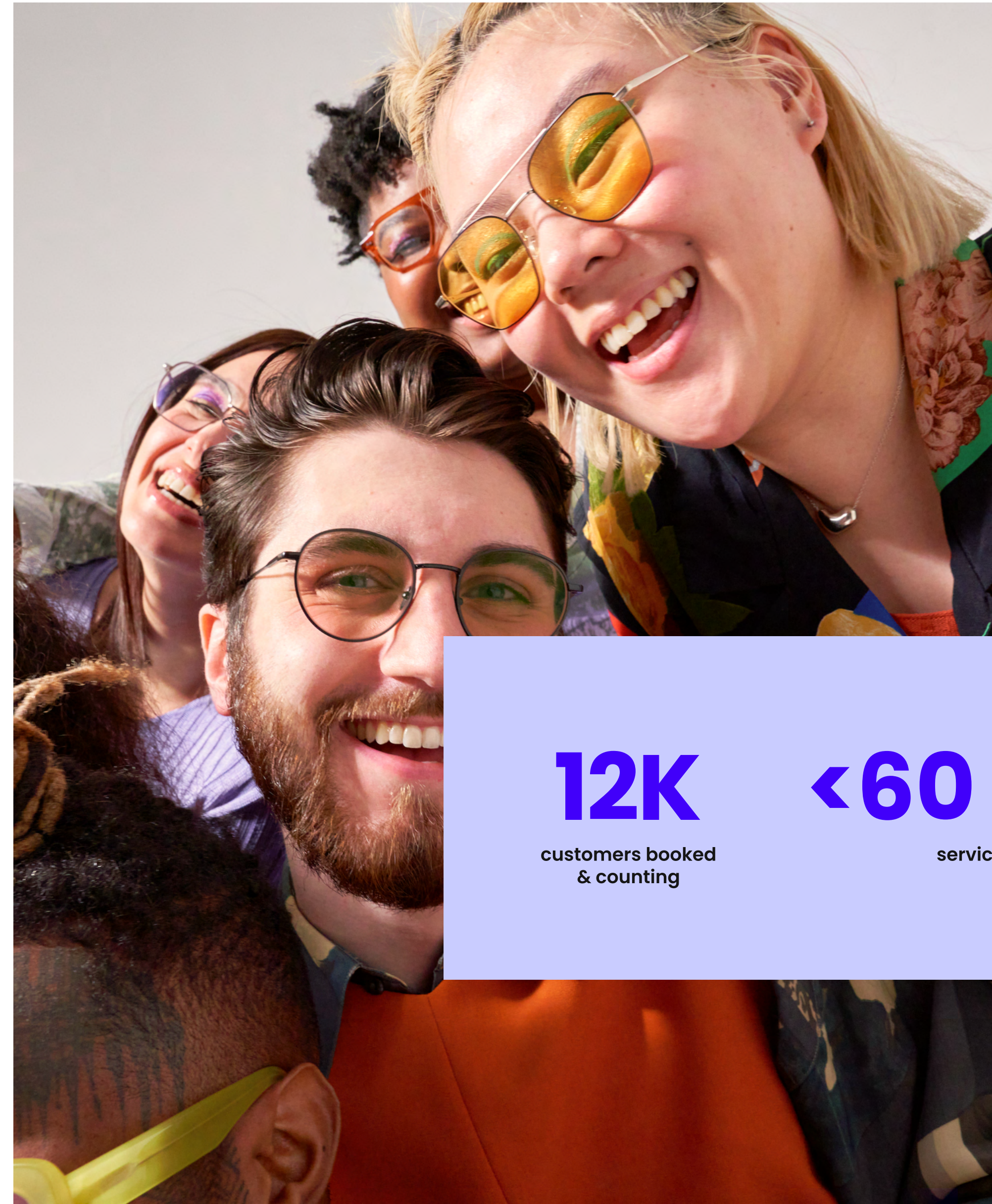
## 12K
customers booked & counting

## <60 min
service time
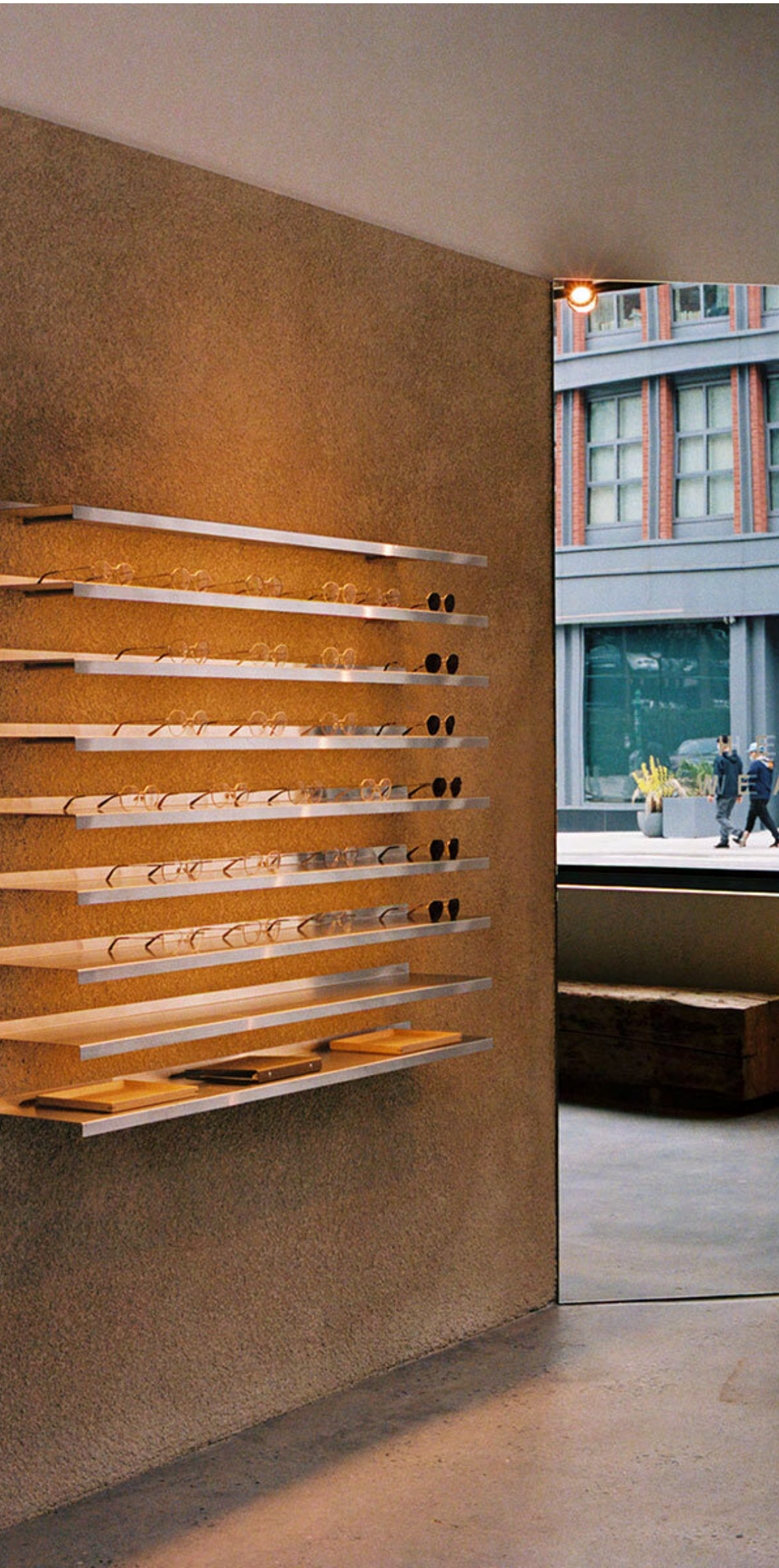
## The Challenge

HEYWEAR set out to reinvent the prescription eyewear retail experience. Traditionally, getting a pair of prescription glasses can take some time. After a customer gets an eye exam and selects frames, specific lenses need to be cut and inserted – a process that usually happens offsite and takes anywhere from a few days to a week or more to complete. The result is an experience that feels staggered, cumbersome, and antiquated.

In comparison, the guest experience at HEYWEAR is refreshingly simple and fast. Guests can choose frames, get an eye exam, and walk out with new glasses in as little as 30 minutes, thanks to an onsite optical lab.

HEYWEAR wanted to offer an optical experience that feels custom and ultra-convenient. As a company that's powered by state-of-the-art technology, they knew that they needed a digital customer flow management solution that would create a seamless guest experience.

## The Solution

HEYWEAR is known for speed and affordability. Guests can book an exam/eyewear package for $149 and walk out with an updated Rx and new prescription eyewear within the hour. To execute on this promise, HEYWEAR has been using Waitwhile since it opened for **customer flow management** across three separate channels: bookings, eye exams, and pickup.

Guests can easily **schedule an appointment** on their own online or with an associate in-studio. Because Waitwhile is fully customizable, HEYWEAR is able to keep their online booking portal fully on-brand so that their guest experience is consistent across all touchpoints. Guests can choose a service, see available times, and secure their booking in under a minute. They then receive **automated email and SMS confirmations** and reminders. Should a guest need to cancel or reschedule, they can do so on their own. Calendar management is fully automated by Waitwhile so the HEYWEAR team doesn't need to stress.

Once a guest arrives for their appointment, HEYWEAR associates check them in (self check-in via kiosk or QR code is also available in Waitwhile). HEYWEAR uses their own proprietary software to manage exam room and optical lab operations, but uses Waitwhile to keep track of which guests are in which channel at any given time. Using the robust Waitwhile API, HEYWEAR was able to connect the two systems to ensure a fluid experience.

At traditional optical studios, guests pick out glasses after completing their eye exams. HEYWEAR flips this process so that their lab can start production on the guest's glasses – with their new prescription lenses – during the eye exam. So, once checked-in, guests at HEYWEAR work with studio associates to select frame(s) before completing their eye exam. As the eye exam is wrapping up, the optical lab gets to work.

HEYWEAR manages this multi-channel customer journey using Waitwhile's **queue management capabilities**. Because Waitwhile can operate any number of virtual queues simultaneously, the hand-off from one step to the next is smooth and automated. Once a guest finishes their eye exam, they're instantly added to the optical lab queue so that the lab doesn't miss a beat.

Although HEYWEAR's optical lab is quick – making prescription lenses in a matter of minutes – HEYWEAR wants to give guests as flexible of an experience as possible. Waitwhile allows guests to choose how they wait: they can choose to wait in-store or leave and come back, perhaps opting to grab a coffee or run an errand. Once the glasses are ready for pickup, guests receive a text via Waitwhile.

> **"Waitwhile creates this easy experience that feels so low touch for both our employees and guests."**
>
> **Derek Kastner**
> Manager/Training and Development Lead, HEYWEAR

## The Result

HEYWEAR strives to create a guest experience that is as low-touch as possible – with goals to stay paperless and make everything feel seamless. Using Waitwhile, HEYWEAR is able to elevate their brick-and-mortar retail experience with digital customer flow management.

Manager/Training and Development Lead Derek Kastner lauded how easy Waitwhile is to use and implement. The intuitive interface requires virtually no training for associates and is simple to use for guests and staff alike. "[Waitwhile] creates this easy experience that feels so low touch for both our employees and guests," he said.

With customer flow management tasks automated by Waitwhile, HEYWEAR staff can have more impactful in-store interactions with guests and the brand is able to fully deliver on its promise for a speedy, convenient, and easy optical experience.
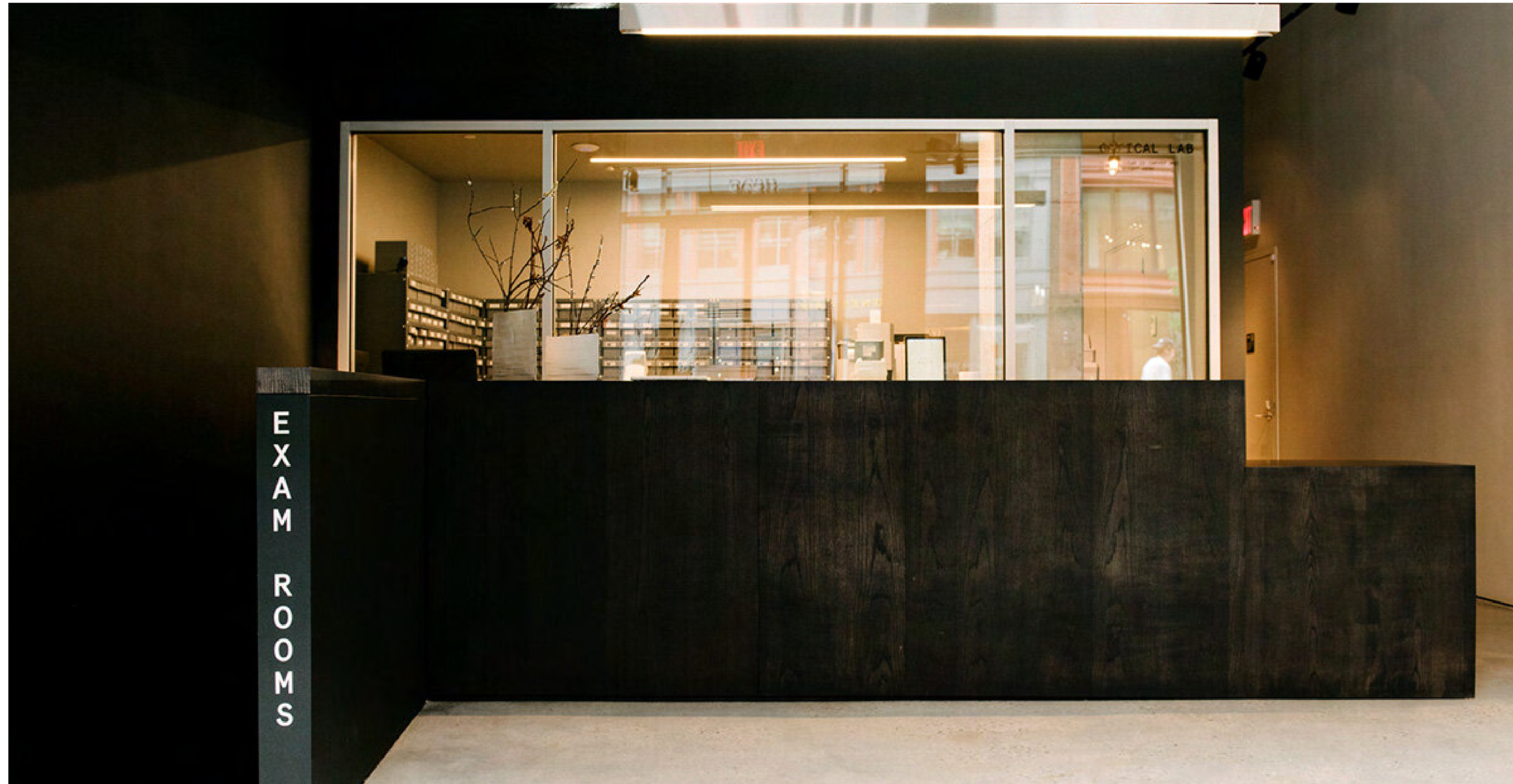
**BEST BUY**

# Elevating the Customer Experience at Best Buy Canada

Founded in 1966 by Richard M. Schulze and James Wheeler, Best Buy is a multinational consumer electronics retailer committed to enriching lives through technology.

In Canada, Best Buy relies on Waitwhile for virtual queue management and curbside pickup operations at over 170 retail locations.

## 5.5M+
customers served

## 173
stores on Waitwhile

## The Challenge

When the COVID-19 pandemic hit in 2020, Best Buy Canada suddenly needed a single solution to manage retail operations amid health and safety mandates from local and national governments. Looking for a way to limit in-store crowding, Best Buy Canada found Waitwhile.

## The Solution

Best Buy turned to Waitwhile to institute a safe shopping experience for their customers that was seamless to execute by store staff. The company implemented Waitwhile in two ways:

### 1. Curbside pickup

Using Waitwhile, Best Buy Canada was able to manage the entire customer flow of curbside pickup operations from purchase to pickup. Customers received curbside pickup instructions via email after completing a purchase. Upon arrival at a store, customers could check-in via a link in their "Ready for Pickup" email or send a text to inform staff of their arrival.

Once a customer was checked in, Blue Shirts (as Best Buy store associates are called) were informed and could seamlessly use Waitwhile to communicate with customers via text to give updates or answer questions. Within minutes, the customer could pop their trunk as a Blue Shirt delivered their purchase directly to their car.

### 2. Virtual waitlists

To aid with capacity management, Best Buy instituted virtual waitlists that invited customers to join in-store queues for specific services remotely. During the height of the pandemic, this allowed stores to safely adhere to capacity and social distancing restrictions while offering customers the flexibility to wait from anywhere. Today, customers can save their spot in line, get accurate wait time estimates (powered by Waitwhile's machine learning algorithms), browse different parts of the store while they wait, and be notified via text message when it's their turn.

## The Result

After implementing Waitwhile for customer flow management across curbside pickup and various in-store services, Best Buy surveyed their customers and discovered that customer sentiment around the new experience was incredible.

"The verbatims that came back directly from customers spoke to the ease of use, the experience, and how safe and comfortable they felt from the curbside pickup experience," said Cliff Stefanuk, Product Manager & Product Owner at Best Buy Canada.

In addition to making customers happy, Waitwhile was able to help Best Buy adhere to the disparate guidelines of local governments. Local bylaw enforcement officers who did location check ups even commented on the excellence of the Best Buy setup.

> **"With over 3 million customers queued through Waitwhile, we've already given them over 140,000 days back. It's been seamless!"**
>
> **Cliff Stefanuk**
> Product Manager, Best Buy Canada

"The feedback from government bylaw officers was exceptional, and our staff and associates loved it as well. They loved that Waitwhile was so easy to use," said Stefanuk. "It was very easy for us to put it into practice. We went to pilot, people picked it up right away with very minimal training materials, and then we were able to scale that out on a national level quite quickly."

Given the rave reviews from both customers and staff, Best Buy Canada sees Waitwhile as integral to its vision to be a national leader in delivering exceptional customer service. "It's been transformational," said Stefanuk. "[Waitwhile has] elevated our business in a way that's kind of transformed how we operate – all for the better. I don't think we would be able to offer what we offer without the partnership with Waitwhile."

# Bringing Efficiency to **Appointment Booking and Workforce Management** at Gojek

Gojek is Southeast Asia's leading on-demand, multi-service tech platform that provides access to more than 20 transport-related services, connecting users with over 2 million registered drivers to access products and services across multiple sectors. In Singapore, Gojek runs a suite of ride-hailing transportation options.
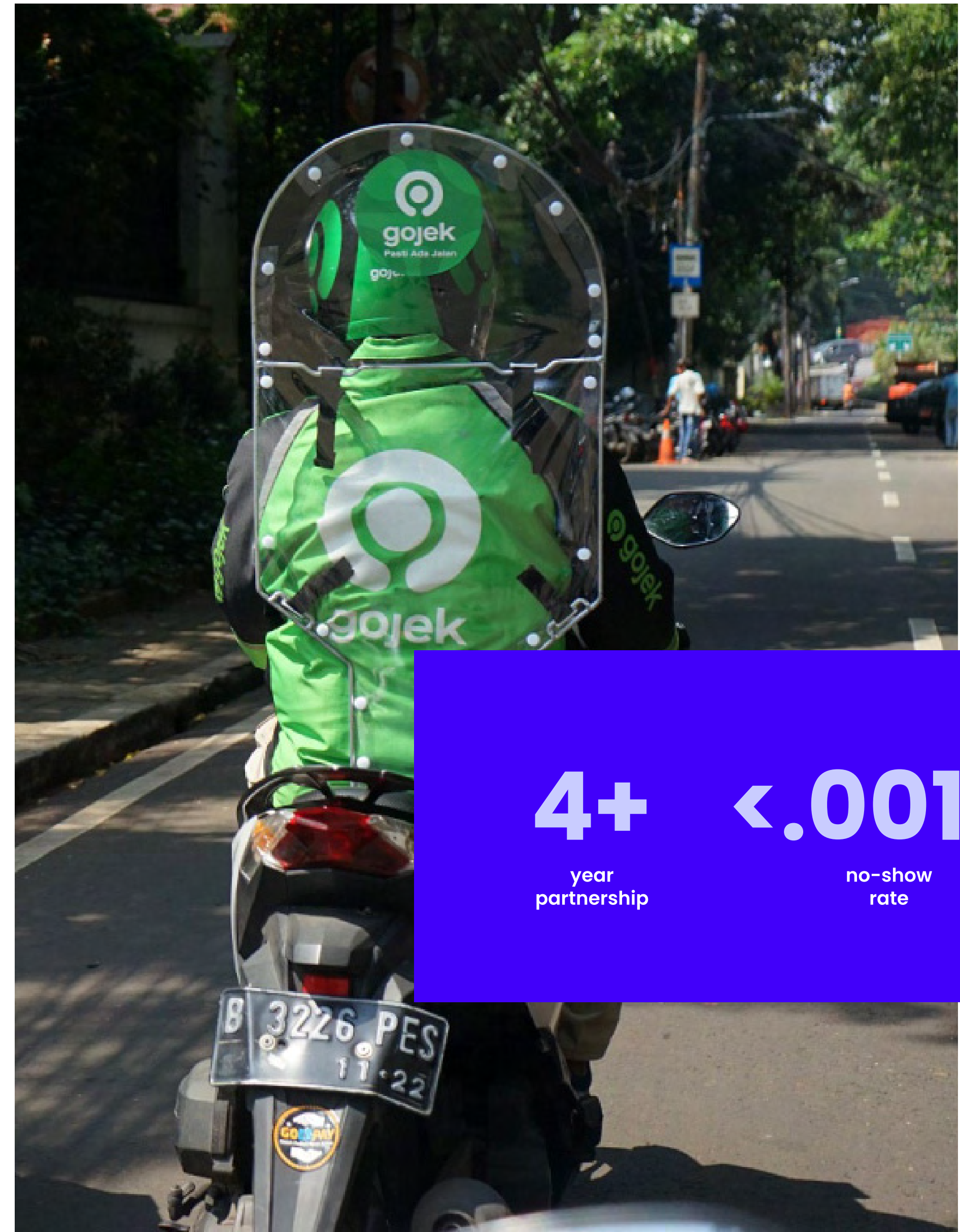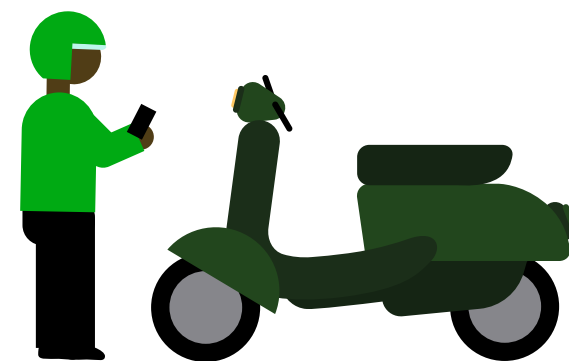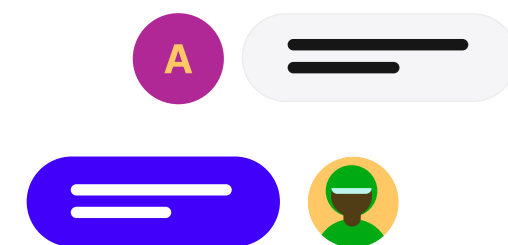
**4+**
year partnership

**<.001%**
no-show rate

## The Challenge

To serve its drivers, Gojek has an office in the heart of Singapore that offers a number of in-person services to new and existing drivers, including onboarding, vehicle rentals, and driver support.

When they were getting ready to first open the office in 2018, the Driver Care team at Gojek knew that they needed a digital solution to manage the unpredictable volume of drivers that would visit the office on a day-to-day basis. Searching for an appointment booking solution on Google, they found Waitwhile and were quickly won over by the simplicity of the platform, which they could use to not only run appointment scheduling but also to operate virtual waitlists for walk-ins.

## The Solution

Today, Gojek uses Waitwhile to power its Driver Care operations in Singapore. New drivers that want to sign up for Gojek in person are able to book an onboarding appointment online via Waitwhile simply by visiting Gojek's sign-up page online. To make sure drivers are ready for their appointments, the Gojek team uses Waitwhile's 2-way messaging functionality to send automatic reminders (reducing no-show rate) and to remind drivers of the documentation they'll need to have with them. If their availability changes, new drivers can reschedule or cancel on their own without needing to visit or call the office.

For existing drivers that have support needs, the Gojek Driver Care office uses Waitwhile to run a virtual waitlist. Upon arrival, Gojek staff add drivers to a virtual queue that's displayed prominently on TV monitors in the waiting area. With Waitwhile's AI-powered wait time estimates, the Gojek Driver Care team is able to deliver accurate wait estimates so drivers know exactly when they'll be served. Because the Gojek Driver Care office offers a slate of services, it's able to use Waitwhile to run multiple waitlists simultaneously, keeping things organized on the backend.

## The Result

The Gojek Driver Care team not only uses Waitwhile to effectively manage office operations on a day-to-day basis, but they also rely heavily on Waitwhile Analytics to make meaningful changes that boost efficiency.

With Waitwhile, the Gojek Driver Care team is able to easily see the big picture when it comes to operational metrics, including:
• Number of visits per day/week/month
• Trends in appointment bookings
• Average wait time by day
• Average serving time for each agent

With these metrics on hand, the Gojek Driver Care team leads are able to make critical staffing decisions to ensure that the office is properly staffed for the anticipated volume of drivers on a daily basis.

Driver Care Team Lead, Fadhilah Rahim, can also keep track of employee productivity and performance. With Waitwhile, Fadhilah can see which employees are hitting their monthly goals (e.g., serve time, number of drivers served, etc.) to determine qualification for incentives. She's also able to quickly see which employees are comparatively underperforming – and then deliver appropriate training to boost their efficiency.

Over four years into the partnership, Waitwhile remains critical to the operations of the Driver Care office at Gojek, effectively managing both walk-ins and appointments simultaneously, and providing the data needed to make the office operate more effectively.

> **"With Waitwhile's analytics functionality, we have been able to track the serving time of our agents and hence, if they are not meeting the criteria, we will provide coaching – which will in turn make our agents much more efficient."**
>
> **Fadhilah Rahim**
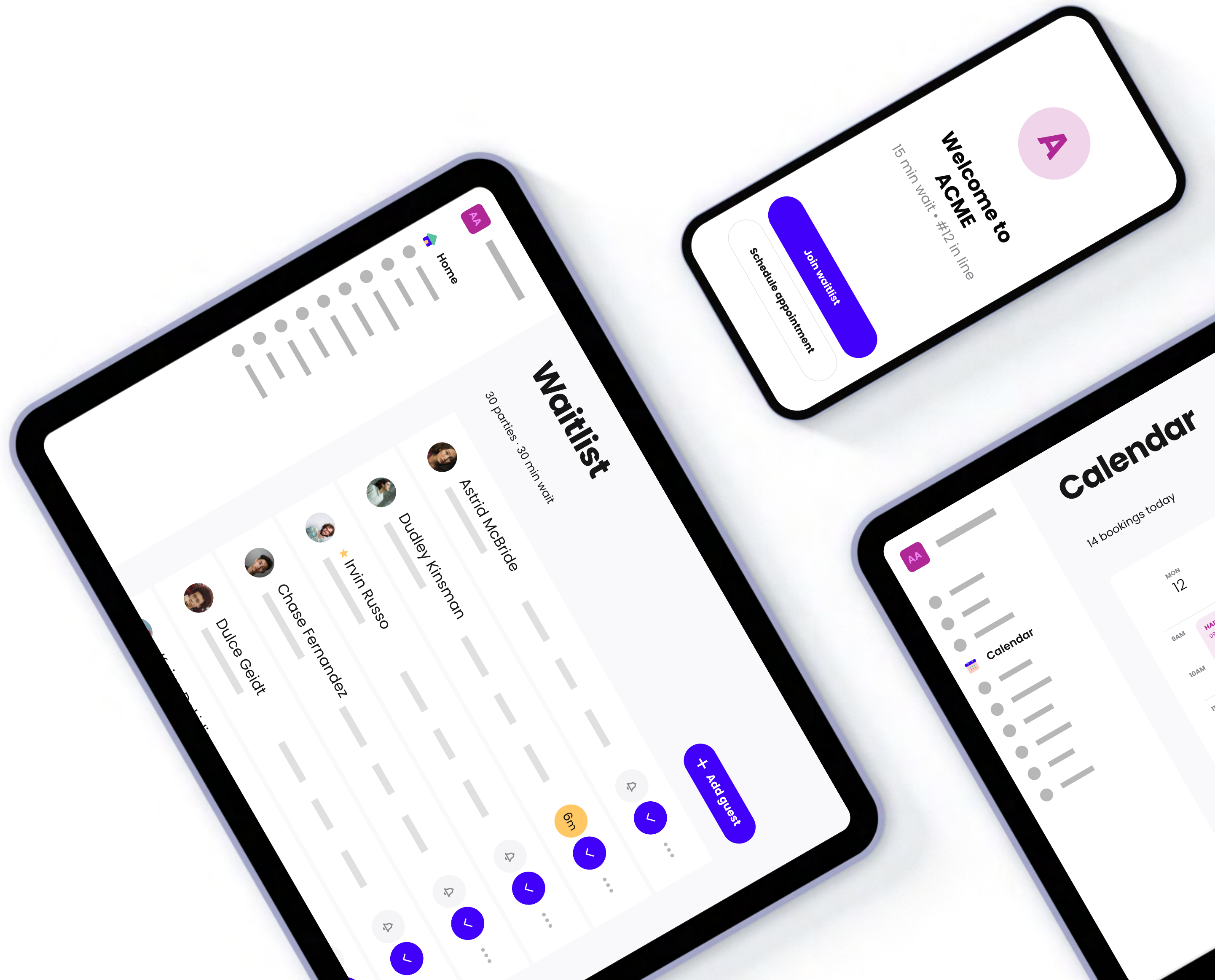> Driver Care Team Lead, Gojek Singapore
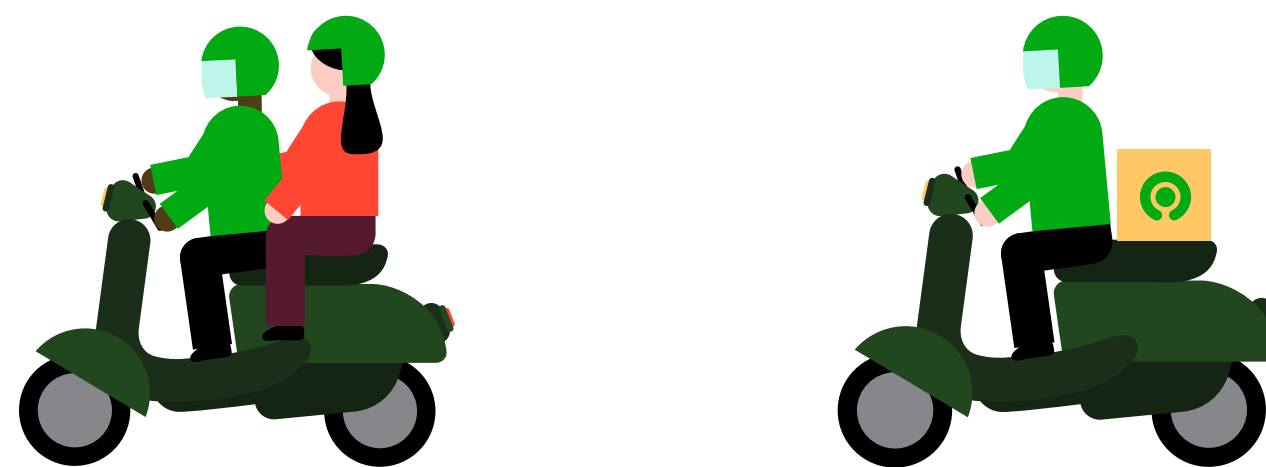
# Waitwhile

# Boost your sales with the perfect customer flow.

Waitwhile is a customizable cloud-based solution that any retailer can use to create the perfect end-to-end customer flows with waitlists, appointments, messaging, and analytics across any number of locations. Waitwhile lets customers wait from anywhere and track their status in real-time – while helping businesses automate customer flows, reduce wait times, and speed up operations with machine learning.

Brands like Best Buy, Louis Vuitton, Balenciaga, Samsung, and Ace Hardware use Waitwhile for queue management, curbside/in-store pickup, clienteling, warehouse management, and more. A flexible design ensures Waitwhile can be customized to how your business runs and a robust API with extensive documentation means that Waitwhile integrates seamlessly into your existing workflows.

Used by thousands of companies across every industry around the world, Waitwhile has saved 200+ million people more than 10,000 years of waiting in line.

**Contact sales**        **Visit website** ›