

SpartanNash Gains Superior Omnichannel Customer Service through Upshop eCommerce Fulfillment

National Chain Invests Heavily in the Total Customer Experience with Upshop Technology



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“We needed to find a partner that would be able to provide expertise in the fulfillment part of the program...[we view] the experience a customer has as equal to—if not more important than the actual digital experience—they have before they submit the order. That really represents who we are, and allows us to have those personal connections with the customers which we find super important. We needed to find the right partner...to really power that personalized part of the shopping experience.”

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Matt Van Gilder
Director of eCommerce
& Digital Experience,
SpartanNash



30%

UPH increase



3.5 minute

Customer wait time
down from 5-6 minutes

The customer

SpartanNash was founded when Grand Rapids, MI-based Spartan Stores merged with Minneapolis, MN-based Nash Finch Company in 2013. Today, they are a global retailer, distributor and wholesaler spanning all 50 states and operating 147 nationwide supermarkets primarily under banner names Family Fare, Martin's Super Markets and D&W Fresh Market.

The roadblock

Building an eCommerce experience is key to retailer success, and SpartanNash knew they had to get it right to stand up to competition. This meant finding an expert fulfillment partner that could own the eCommerce experience from order to pickup, reduce percentage of shorting/OOS/substitutions, and reduce customer order wait times.

The solve

When eCommerce came knocking on the SpartanNash door, the team sought out an experienced fulfillment partner. Upshop's eCommerce Fulfillment provides a seamless, branded online experience for both customer and retailer. The Upshop team built out eCommerce functionality and support that matched with the retailer's unique roadmap and long-term vision while improving day-to-day omnichannel operations.

The impact

Granular data visibility provided by Upshop helped SpartanNash significantly reduce the percentage of shorting/OOSs/substitutions during eCommerce Fulfillment and improve UPH by 30%. Upon implementation, the retailer was also able to cut customer wait time—how long a customer waits between texting they've arrived and actually receiving their order—from 5-6 minutes to 3.5.

Owning Omnichannel= Owning Retail Success

SpartanNash knew that building a strong eCommerce experience is key to modern retail success—and when it came time to find a partner in the online fulfillment process, they knew they had to get it right in order to compete. This meant a partner that could own the eCommerce experience from order to pickup, could reduce percentage of shorting/OOS/substitutions at the source, and minimize customer order wait times to increase satisfaction. And—perhaps most importantly—a partner that could do all this and more with proven expertise.

“We needed...a partner that would be able to provide the expertise in the fulfillment part of the program,” says Matt Van Gilder, Director of eCommerce and Digital Experience at SpartanNash. “We [view] the actual service and the fulfillment process of an online order or the experience a customer has as equal to if not more important than the...digital experience they have before they submit the order.”

Upshop understands the urgency of the customer experience and was there to meet SpartanNash where they needed help the most. Upshop’s eCommerce Fulfillment solution provides a branded eCommerce experience that runs smoothly end-to-end for both customer and retailer. Through quick and easy implementation, superior mobility, and intuitive user experience, Upshop technology drives a cohesive, branded eCommerce experience.

This holistic approach to omnichannel operations ensures that every part of the journey is in sync: connecting the brand, the customer, and the process. As SpartanNash developed its eCommerce program Fast Lane, this meant a brand-to-customer experience that delivers priceless value on every order.





Honing in on Top-Class Customer Service

The north star of long-term loyalty guided SpartanNash to partnership with Upshop. As Van Gilder emphasizes, the retailer is dedicated to providing a branded omnichannel experience to “power that personalized part of the shopping experience.” “That really represents who we are [at SpartanNash],” he notes. “[It] allows us to have those personal connections with the customers.”

Obtaining—and retaining—personal connections meant addressing difficult pain points. “Two of the biggest sticking points for our customers [were] substitutions—too many of them—and having to wait 10 minutes in the parking lot,” mentions Van Gilder. With Upshop on their side, SpartanNash achieved data visibility that enabled a significant reduction in the percentage of shorting/OOSs/substitutions during eCommerce Fulfillment. Upon implementation, the retailer was also able to cut customer wait time—how long a customer waits between texting they’ve arrived and actually receiving their order—from 5-6 minutes to 3.5, helping the retailer create the best possible curbside experience.

Measuring eCommerce success doesn’t stop at the customer experience: it extends outward into the entirety of retail operations. Upshop drives associate efficiency by simplifying pick paths and providing built-in communication tools to connect customer and shopper, fostering an open line for clarification, add-ons, upsells, and substitutions—ultimately improving UPH by 30%. Granular data visibility allows SpartanNash to work smarter while always pursuing improvement. Pinpointing challenges, and trusting their partner in eCommerce to see far enough down the roadmap to allow space for growth and innovation.

A Partner in Growth and Innovation

Retailers face urgent operational challenges every day—but it isn't every day that they land on a technology partner that can meet those challenges, and then some. When eCommerce inefficiency loomed, SpartanNash called on Upshop to be flexible in growing a solution that was personalized to the retailer's specific roadblocks.

Upshop “actually [got] the business need,” explains Van Gilder. The team built out eCommerce functionality and support that matched up with SpartanNash's unique roadmap and long-term vision. When it comes to retail operations, nothing is ever as consistent as change. Grocers need systems they can trust to remain organic as the competitive market continues to evolve.

Flexibility and open communication are key to the SpartanNash-Upshop relationship, and even more important when going from owning a branded eCommerce experience to excelling at it. Tackling eCommerce profitability will continue to require innovation, operational know-how, and a partnership that takes the omnichannel experience from functional to exceptional.



To learn more:
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Upshop has been building store operations technology for 30+ years to provide simplified, smarter, more connected SaaS-based solutions for retailers and associates. Upshop has formed a singular platform that delivers end-to-end visibility, increased sales, major waste reduction, and streamlined labor efficiencies. 150+ retail chain accounts trust our software in over 30k+ stores, 9 countries, and 3 continents.