The Challenge

A leading manufacturer of high-quality eyewear was experiencing difficulties when rolling out new display cases to feature their products in an increasingly diverse array of retail locations including optometrists’ offices, sporting goods stores and independent optical boutiques. The displays were designed to drive sales and reinforce the brand by commanding consumers’ attention with bold graphics and lighting.

However, the delivery, assembly and installation process proved to be a burdensome task. There were service providers who could deliver the unassembled cases to retail locations, but few (if any) were willing to dedicate the time and specialized labor to provide complete white glove services with assembly and installation.

Many of the retail locations presented unique challenges including tight spaces to manage for delivery and assembly. Most of the retailers were sole proprietorships with just a few employees who were unable to set aside time for display case assembly and installation. Furthermore, the locations that were willing to take on the task did not always have the proper tools for the job. Finally, timing was an issue: deliveries often needed to take place when the retail locations were closed, but other service providers were unable to accommodate off-hours scheduling requests.

These complications led to frequent interruptions for the eyewear manufacturer’s merchandising team. The merchandisers were saddled with handling an influx of requests for assistance from the field which took time away from creating planograms and other value-added tasks.

The Solution

AIT’s White Glove team took a consultative approach with the eyewear manufacturer to listen and understand every step of the process that ended with a fully assembled display case at any given site. The AIT logistics professionals quickly realized that providing an effective and comprehensive solution would begin with highly-detailed work on the front end for each installation.

One of the most important improvements that AIT made to the process was the management of pre-delivery site surveys. Before AIT became involved, the eyewear manufacturer’s sales team was responsible for the site surveys which took time
away from their primary sales activities. AIT deve-
doped a more detailed questionnaire and assigned
a dedicated team member to develop an in-depth
understanding of each retail location’s unique
space. Information gathered from each individual
questionnaire is now used to identify potential
delivery issues and devise workarounds well in
advance. Delivery of the display case components
is only scheduled once a fully-formed delivery plan
has been created.

Effective delivery plans get the display case com-
ponents securely inside the location, but AIT’s
network of highly-trained professionals complete
the job with efficient assembly and installation. The
white glove experts in AIT’s network are provided
with complete training materials including written
instructions and assembly illustrations. The team
also provides video training that not only demo-
strates the process, but also calls attention to
common pitfalls to watch out for during a typical
assembly and installation.

The Result
In contrast to other service providers who will only
deliver freight, AIT’s White Glove team implements
a comprehensive solution to effectively position the
eyewear manufacturer’s display cases in a variety
of retail locations. The eye-catching display cases

Did You Know?
Companies that offer white glove options to con-
sumers have a higher customer retention rate,
fewer returns and higher customer satisfaction
scores. Besides providing comprehensive B2B
white glove services for a wide range of commo-
dities from retail display cases to delicate medical
equipment, AIT’s team also excels when it comes
to B2C white glove solutions including room of
choice, unpacking, assembly and debris removal.

are delivered and installed in a timely manner
while the level of participation required from the
retail locations is greatly simplified. It is now easier
than ever for the eyewear manufacturer to rapidly
deploy new product lines into stores where con-
sumers will be enticed to make a purchase.

The delivery of the display case components
remains an important part of the process and
AIT ensures flawless execution by completing
detailed site surveys well before the freight is
shipped. Moreover, AIT goes above and beyond
successful delivery with a specialized network of
trained experts who work collaboratively with the
retail locations to complete the final assembly
and installation.

As a result, the eyewear manufacturer’s merchan-
dising team is not peppered with requests for
assistance from retailers. Being free from this dis-
traction allows the merchandisers to spend their
time creating innovative displays that promote the
brand and generate sales to consumers.