Business Scenario

William’s workload is really heavy recently, which often makes him arrive home at 9PM. Despite the tiredness and fatigue after work, William makes dinner himself rather than eating outside or order a takeout. To save some time for himself, William uses Safeway DriveUp & Go to purchase ingredients for his dinner online and picks them up on his way home.

It is 4:00 PM now and William is taking a short break. He grabs his phone and tapped on the icon of Safeway’s app. After roughly going through the item list, he selects some meats and vegetables then makes his order. A staff in Safeway receives the order and he starts to collect items ordered by customer. At 8:30 PM, William finishes his work, he drives to the Safeway nearby to pick up what he has bought online. When he arrives at the Safeway and stops his car at parking lot, all the items he ordered has been collected and a staff helps him load everything into his car.

When William gets home, he receives a message from Safeway asking for his feedback. William is satisfied with the service and give a 5 star to this shopping experience.