

CUSTOMER STORIES


How GlassesUSA.com got control of DSR Handling with MineOS

+3X

more efficient with DSR handling

<a week

to go live with the solution



COMPANY	MAIN COUNTRIES OF OPERATION	
GlassesUSA.com	US & Canada	
INDUSTRY	INVOLVED TEAM	SIZE
Retail	Product team	100-250

“If our experience is anything like the norm, I’d recommend everyone to give Mine a try.”

The need

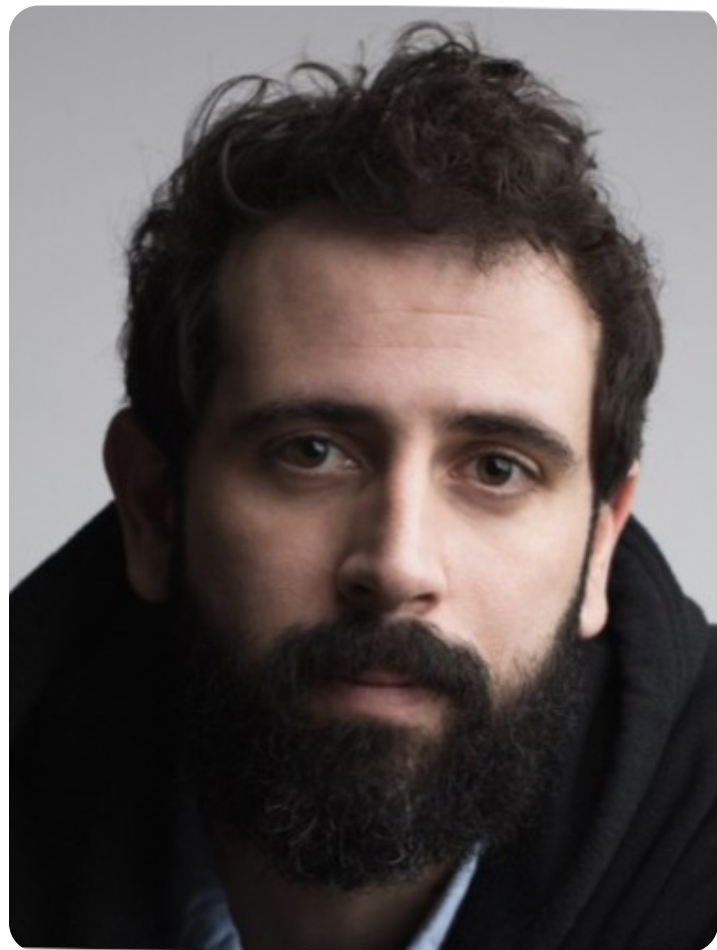
- 1. Find a data privacy platform that automates DSR handling without involving the IT team
- 2. Ensure scalability so the solution can adapt to regulatory changes
- 3. Quickly set up integrations with the SaaS systems we use containing personal data on customers

The challenge

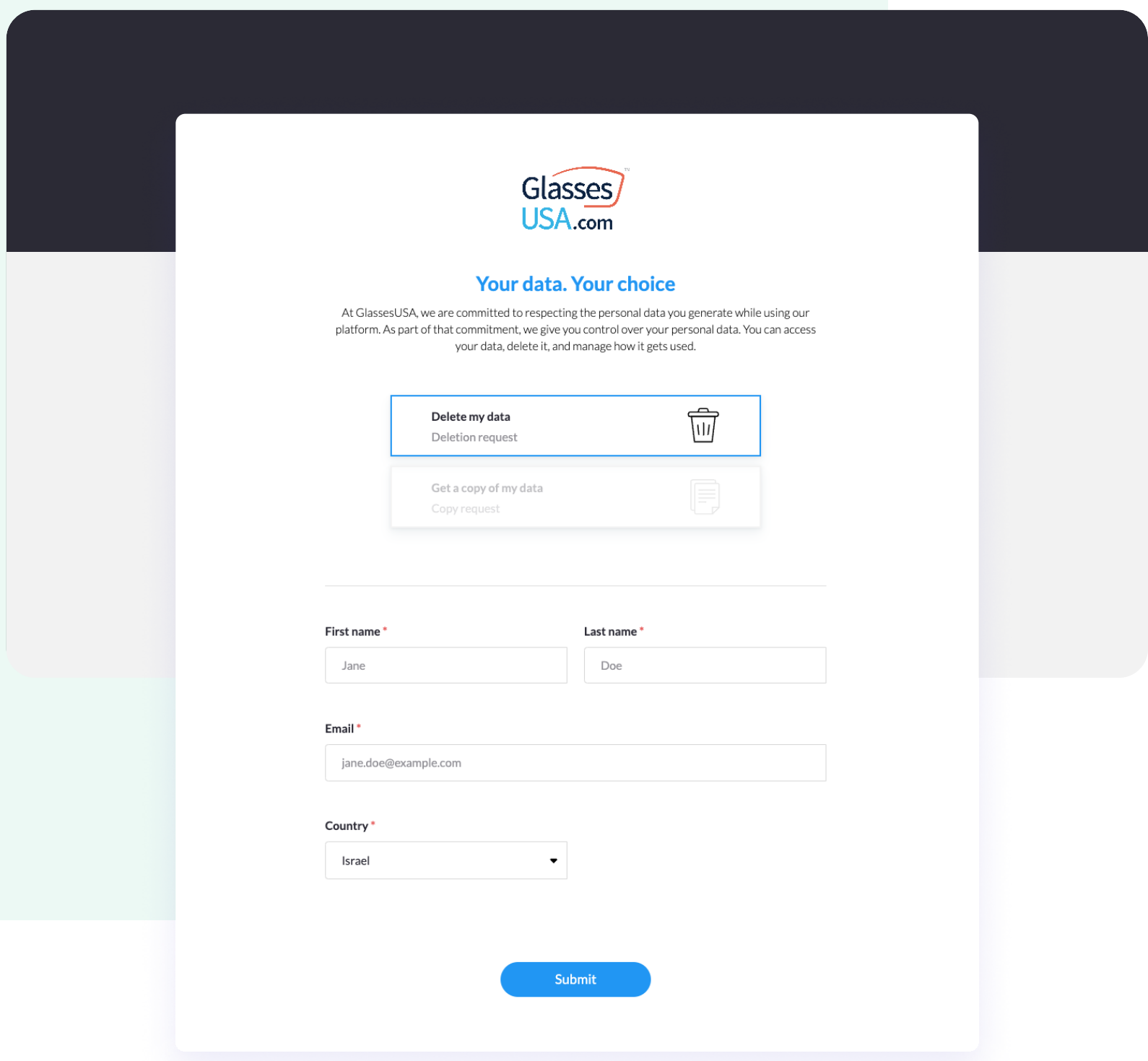
With millions of sales comes an unimaginable stream of data, including both credit card information and personal identifiable information (PII). While GlassesUSA.com has a reliable privacy program in place, as time went on, more and more DSR requests from customers were coming in.

The software they were using to deal with DSR requests was slow and laborious. In some cases, it would take up to half an hour to deal with a single request.

Nisso Shitrit, the Product Manager at GlassesUSA.com, explained the frustration they were feeling. “Before Mine, it took a long, long time to close a DSR request. We had to block and allocate hours and hours a week for all the requests, but eventually when we saw the amount of time it was taking, we knew we had to look for a better solution.”



Nisso Shitrit
Product Manager



The search for the right solution

Nisso first came across the MineOS name while reviewing possible options.

“What I’d heard about Mine was that it was innovating the industry and was a really exciting startup.”

During the selection process, two things stood out to Nisso: the clean UI and how easy it was to work with the MineOS team.

“As someone with a product design background, the Mine UI really works. It’s simple and doesn’t overwhelm you, which isn’t something I saw when looking at other options. And the team, Gal, Stas, Danny, and everyone were so easy to work with, so genuine and nice. It didn’t feel like they were just trying to get our business and be done with it.”

Business Impact

- Using MineOS enabled GlassesUSA to:
- **Reduce handling time:** the automation is a game-changer. The company became 3x more efficient with DSR handling.
 - **Go live in no-time:** Mine is fast to implement and get going, and there aren’t complicated things competing for attention in the system, so it really is easy to use right away.
 - **Improve company data privacy practices, current and future:** the system is modern and user-friendly, which makes data privacy easy and accessible. Which is rare compared to other approaches we’ve seen in the industry.

Favorite Thing About Mine

"I really appreciate how responsive everyone has been during the entire process. Not just when we were buying, but in the time we've been customers, the Mine team always checks in, offers to walk us through new features, and seems genuinely invested in our privacy program."



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