

pets at home

gets tails wagging with its 1 Hour Click & Collect service, powered by OneStock's OMS solution

The U.K.'s leading pet care retailer, Pets at Home, has launched a 1 Hour Click & Collect service with OneStock's Order Management Solution (OMS) to improve customer convenience whilst enhancing operational efficiencies. The launch supports Pets at Home's agile omnichannel strategy that allows the business to empower customers to find all the product solutions and services they need to keep their pets happy.



STOCK UNIFICATION



UNIFIED CLICK & COLLECT

An omnichannel strategy for a unified customer experience

As the UK's leading pet care business, Pets at Home already provide pet owners with everything they need to be able to look after their pets – from food, toys and bedding, and grooming services, right the way through to first opinion veterinary care. Following an extensive and rigorous selection process, they chose to work with OneStock to further drive their customer-centric strategy and to provide a unified shopping experience. The aim was to offer fast and flexible delivery options such as 1 Hour Click & Collect and contactless collection in store.

Adapting the pet care business niche needs and facilitated by their middleware, OneStock was able to deploy its OMS into the pet care business's IT ecosystem in under 6 months. After an initial rollout to 40 stores, the success of the deployment and the ease of adoption by staff accelerated the rollout to an additional 410 stores in just one week, thus covering 100% of stores.

30
min

average preparation time for 1 Hour Click & Collect orders

300K+

orders taken since go-live

20%

of online orders are placed through the 1 Hour Click & Collect service



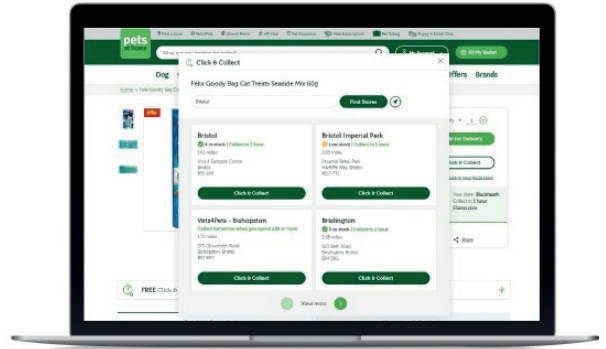
OneStock's 1 Hour Click & Collect solution helped us deliver customer convenience and speed of collection into our customers' buying journeys at a particularly important time. When pet owners make a purchase, especially if it's pet food or essential accessories such as bedding, they want to access it as quickly as possible in order to care for their pet. On average, an order placed with the 1 Hour Click & Collect option is ready to collect in just 30 minutes. As a nation of pet lovers, our pets became even more important to us during the pandemic, so being able to offer fast and flexible fulfilment to shoppers was a key evolution in our customer experience strategy.

Chris Holyland - Group Digital Director at Pets at Home

1 Hour Click & Collect, a valuable service during the pandemic

In order to help their customers receive their products as quickly as possible whilst simultaneously relieving pressure from the distribution centres, Pets at Home opted for a 1 Hour Click & Collect service. During the pandemic, this allowed stores to fulfil online orders, allowing consumers to ensure the stock was available before they visited the store and giving them the opportunity of saving on delivery costs, both considerable benefits to the customer.

Customers can see which of their items are available in which stores and order from the store of their choice in a matter of minutes. 1 Hour Click & Collect also allows customers to get their orders considerably faster than before when shipped from the central distribution centre.



User-friendly store associate app to achieve objectives



While integrating a new software solution into any business can face many challenges, the OneStock interface was met with enthusiasm and appreciation by Pets at Home's teams across the company as this was seen as a key enabler for customer convenience.

Be it customer service, management or in-store staff, OneStock's responsive and user-friendly application fits the needs of all its users. The ease of implementation and adoption by their store colleagues has enabled the Pets at Home teams to better serve their customers and has helped them leverage operational excellence.

At Pets at Home, pets are a part of the family. At OneStock, our CEO, Romulus is never without his trusted Weimaraner Jack and Dexter is often heard barking in the background during our Omnichannel Solutions Director, Nick's Zoom calls. Our shared love of animals makes working with Pets At Home even more rewarding and motivating. We look forward to continuing our work with this wonderful company.



The first step of a fully omnichannel roadmap

The implementation of the 1 Hour Click & Collect service was only the first part of a fully omnichannel roadmap for Pets at Home. Testament to the success of the 1 Hour Click & Collect implementation, the pet care business intends to extend their order management solution to include a Ship from Store stock to customers' homes solution by Summer 2021.

The success of these first deployments has only comforted Pets at Home in their selection of OneStock and has driven them to also plan the implementation of a wider unified commerce system.