

CASE STUDY Pet Family

SOLUTION Multi-channel Ecommerce



Pet Family is one of the UK's leading pet care companies consisting of a number of high-quality pet food & pet care manufacturers alongside wholesale pet supply businesses, and their Pets Corner chain of retail stores (over 160), making them the largest independent pet retailer in the UK.



Project Highlights



Multiple sites

Thirty nine sites across a number of their different business models and channels (many of them international) all running on the same platform.



Personalisation

Out-of-the-box marketing and personalisation tools to allow customised user experiences, that aren't reliant on apps, plug-ins, bolt-ons, or customised solutions, for functionality.



Global ecommerce

Platform caters for global ecommerce including support for local languages, currencies, taxation systems, warehouses, shipping, and payment methods.



Subscriptions

Inherent subscription functionality that can be used across any of the different brands and businesses whilst still being flexible enough to alter the offering for each different channel, right down to an individual product level.



Easy administration

User-friendly solution with a single administration system across the business and it's entire portfolio of sites — capable of supporting retail, B2B, DTC & global ecommerce natively from a single platform.



Click & Collect

Real-time store stock updates mean Click & Collect is available from any of their nationwide Pets Corner stores in as little as two hours or less.



Integrations

Advanced integration between ecommerce platform and their differing ERP systems as well as other third-party services such as Feefo, Avalara, Snap Widget, Weglot, and Mailchimp.



Platform flexibility

The capability to enhance the sites and add unique functionality through platform development via direct access to the original authors, rather than an agency building on a third-party platform with no control.



Triggered emails

A number of triggered email programmes for abandoned baskets, subscriptions, replenishment, loyalty, product reviews, stock notifications, and lapsed customers across different brands and businesses.



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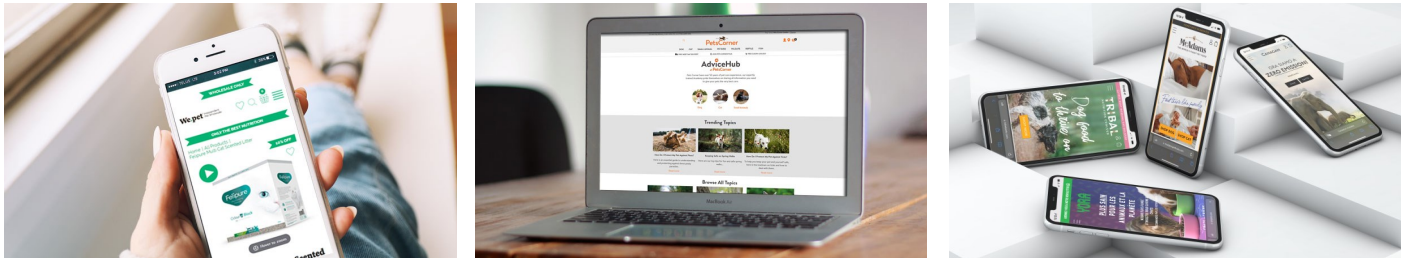


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Project Overview

Having developed or acquired numerous pet care businesses over the years, Pet Family had a number of ecommerce sites running on different platforms. It meant things were becoming difficult to manage, functionality was missing, and



costs were not shared. There were a host of challenges, from recurring subscription errors to escalating security risks, a reliance on third-party apps for functionality, and persistent performance issues. Their existing agency, and platforms, were also struggling to meet their requirements in terms of their future growth plans. It was time to replatform.

With 39 different sites across their brands and businesses the chosen solution had to be able to cope with all the different types of ecommerce channels that Pet Family were looking to deploy and the functionality they needed.

Red Technology's tradeit platform, known for its agility and scalability, is specifically designed to meet the needs of dynamic, multi-brand organisations like Pet Family, with native support for B2B, DTC, Retail & Global ecommerce simultaneously. The platform enables the management of several distinct pet care brands under a single, unified system with each brand maintaining its own identity and customer base, whilst still retaining the capability to share products, data and content across any channels.

As a highly experienced ecommerce partner, authoring their own feature-rich platform, Red Technology already fulfilled a number of the criteria for the project such as moving away from an unsecure, open-source solution, providing a single administration system for all the sites, and negating any reliance on apps for functionality. Hosting the sites on their own managed, private cloud environment also delivers the performance and security improvements they sought.

The sites had previously used a combination of various apps for functionality such as subscriptions, promotions, triggered emails, Click & Collect and personalisation (these were different across the many platforms) which all worked in different ways, but with lots of issues. Rather than rely on any third-party plug-in or app as previously, the functionality is all inherent to the tradeit platform. That means it's developed as part of the core code by the same developers responsible for the platform, ensuring every element works perfectly with the other functionality.

“Partnering with Red Technology has enabled us to create an ecommerce ecosystem that is not only highly functional but also centred on the unique needs of our customers. Their platform provides the perfect foundation for us to continue expanding while keeping our focus on providing exceptional service to pet owners.
Director of E-commerce & Marketing, Pet Family

Project Integrations



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