Case Study

Omni-channel Ecommerce for this
nationwide pet care retailer.

![Pets Corner logo and a cat]

Founded in 1968 with a single store in Haywards Heath, Pets Corner is now the UK's largest independent Pet Care retailer with over 150 stores nationwide. Backed by their vision of best product & best practice, they're the destination store for great pet care advice, nutritious food, and a friendly face.

Project Highlights

Click & Collect

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

Store stock checks

Integrated store stock checker means the availability of stock of any product, at each store, can be checked based on nearest location or favourite store.

Store locator

Dedicated store information such as ranges & brands stocked, opening hours and additional services (e.g. grooming, tag engraving, vet surgery, puppy hour, free parking and much more).

Fulfilment

Multiple fulfilment options based on destination, weight and type of products (frozen or non-frozen) including delivery countdown timer and availability of collection from store.

Product subscriptions

Products can be set so they are available on a subscription basis via differing timescales, and available for both delivery and collection from store.

Advanced search

Advanced search tools including predictive, fuzzy search, support for inflections, weighted & boosted search passes, and much more all powered by Elasticsearch.

Call centre

Built-in call centre allows admin users to setup/view customer accounts and process orders on their behalf as well as aiding customer service to provide support.

Triggered emails

Number of triggered email programmes for abandoned baskets, subscriptions, replenishment, loyalty, product reviews, stock notification, and lapsed customers.

Integration

Bespoke integration between tradeit and Microsoft Dynamics 365 Business Central ERP to suit business requirements.

Project Overview

As an integral part of Pet Family, Pets Corner was among the numerous websites housed on various different platforms within their previous structure. Their aim was to streamline operations and undertake a significant replatforming project to transition each site in their extensive portfolio to tradeit and progress to an ecommerce agency well-versed in projects of this scale and complexity.
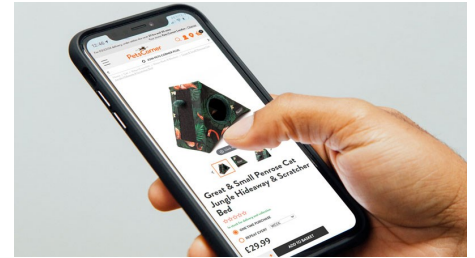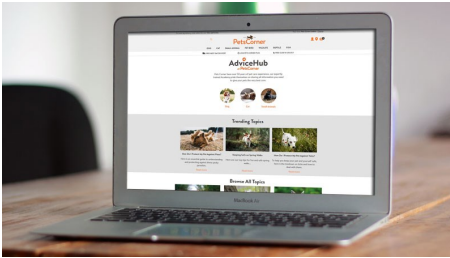
Facing a cascade of challenges, from recurring subscription errors to escalating security risks, a reliance on third-party apps for functionality, and persistent performance issues, the situation was far from ideal.

With a huge value understandably placed on product subscriptions, these recurrent errors were eroding customer trust and damaging their bottom line. Moreover, the looming threat of security breaches, including fraud, posed a significant risk to both the business and its customers.

Faced with this mounting frustration and dwindling confidence, they realised that replatforming was imperative. Given Pets Corner's prominence as the most popular and highest revenue-generating site in the group, it was strategically earmarked for migration towards the latter stages of the replatforming endeavour. With over 30 sites successfully migrated across their brands and international channels first, the time had come to focus on transitioning Pets Corner off Magento 2 to its new home on tradeit.

The performance and security issues often associated with open-source platforms have been mitigated by the move away from Magento, whilst there have been significant enhancements to the production of in-house content through tradeit's rich CMS, marketing and personalisation tools.

Subscriptions are inherent to the platform so have replaced the previous clunky, malfunctioning app, whilst also providing the flexibility to function exactly as Pets Corner required.

With over 150 stores nationwide, addressing the issues with Click & Collect was the other main priority during replatforming. Issues with their live stock feed meant that the previous site would show availability in stores, but caveat that with a message informing customers they couldn't guarantee availability. This resulted in a confusing and poor user experience, adversely affecting both conversions and customer confidence, and often resulting in lengthy delays when 'in stock' items were ordered.
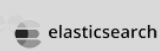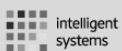
Through tighter integrations between tradeit and their ERP system, store stock is now updated in real time meaning customers can see actual stock availability at their closest five stores (based on browsing location), ensuring Click & Collect orders can be fulfilled in as little as two hours without issue.

"

We wanted to move the Pets Corner website away from an open source ecommerce platform where we've been vulnerable to security risks, performance issues, and costly developer time/upgrades

E-Commerce & Marketing Director, Pets Corner

Project Integrations