



## PET SUPPLIES PLUS.

# Personalizing digital experiences for pet owners

Pet Supplies Plus builds web and e-commerce foundation to extend neighborly feel of in-store experiences

Industry: Retail • Founded: 1988 • Employees: 2,500  
 Headquarters: Livonia, Michigan, USA • [petsuppliesplus.com](http://petsuppliesplus.com)

Pet Supplies Plus calls its customers “neighbors.” And for good reason. Known for its welcoming neighborhood stores, Pet Supplies Plus has grown into a national success with over 400 stores (200+ corporate-owned and 200+ franchised destinations) across the United States. Throughout its 30-year expansion, the business has fostered a community of engaged pet lovers who visit locations to meet expert staff and purchase high-quality products.

Many stores across 33 states have self-service pet washes, dog grooming, and host adoption events. Combined with a strong loyalty program, up 26% per year since 2012, the company has increased customer satisfaction and reached exceptional net promoter scores and ratings across social media channels. In 2016, Pet Supplies Plus attained first-place pet industry ranking in Entrepreneur Magazine.

### The Challenge

To extend its success, Pet Supplies Plus pursued strategic technology investments to build a best-in-class online neighbor experience. At its foundation is a Microsoft Dynamics 2012 Azure-based enterprise resource planning (ERP) solution (to be upgraded to Microsoft Dynamics 365). Twitter, Pinterest, and Instagram deliver its social network. A modernized, engaging web platform would complete the digital transformation to complement its high-touch, in-store experience.

“Our goal was to expand the exceptional level of neighborly service both digitally and socially,” said Miles Tedder, Chief Operating Officer, Pet Supplies Plus.

By 2016, the company had outgrown its aging legacy website solution. Pet Supplies Plus required a dynamic platform to engage neighbors with a personalized digital experience by location and visitor. One that would extend the brick-and-mortar community to an online community and deliver strong e-commerce for online purchase with onsite pickup and delivery from store.

After much consideration, the company selected Sitecore Experience Platform (XP) running on Microsoft Azure for its strong content management and industry-leading personalization capabilities, and Sitecore Experience Commerce (XC) powered by Microsoft Dynamics for its tight ERP integration.

“Sitecore had exceptional product handling capabilities and most importantly, their focus was on personalization and engagement with commerce capabilities,” Tedder said. “Other applications we looked at were primarily commerce-driven with bolted-on marketing and personalization applications.”

**40-50**

New store openings annually

**40,000**

Locally curated pet photos on web

// Sitecore is an excellent digital portal for our loyal store owners and customers, and provides a scalable foundation for continued high-touch digital experiences and expansion.”

– Miles Tedder, *Chief Operating Officer, Pet Supplies Plus*

According to Derek Panfil, Senior Vice President of Merchandising & Marketing at Pet Supplies Plus, “Personalization is the key differentiation in an environment where retailers must tailor their customer’s experience to be unique.” Sitecore provides Pet Supplies Plus the ability to deliver this differentiated experience.

## The Sitecore Solution

The modernized site launched in early 2017 with impressive new functionality built on the Sitecore solution. With login and store selection facilitated by Sitecore and Coveo search, the combination tailors each customer’s experience to a preferred shopping destination. Importantly, integration with Microsoft Dynamics surfaces each store’s product inventory and pricing information.

Personalization is based on relevant information such as self-identified pet ownership, so that web content and images can be tailored to various audiences. Curated selections of 40,000 pet photos uploaded by owners are narrowed by store location. Sitecore’s content management displays a vast library of education, as well as a dog-food finder filtered by breed and birth year.

## The Outcome

Sitecore XP and Sitecore Experience Database (xDB) on Microsoft Azure provide robust business continuity and scalability for 40 to 50 new stores per year. The cost-efficient installation allows Pet Supplies Plus to focus on business expansion with lower capital cost and technology administration. And the site achieves strong availability and performance despite numerous third-party integrations.

“Considering where we were less than a year ago, Sitecore has enabled a paradigm shift,” Tedder said. “We can now let a neighbor know the products we carry, pricing, and availability by store – a change that we’ve quickly capitalized on and will use as a strong foundation for new service offerings like buy online, pick up in-store, and deliver from store.”

In 2018, Pet Supplies Plus planned to increase personalization for its dog, cat, and multiple pet owner personas, using loyalty program data and Sitecore xDB. This online advancement will provide more interaction and imagery while still directing neighbors to their preferred store-specific site. The consistent end-to-end experience aims to keep franchise store owners happy and allows neighbors to spend more time with their pets. Using Sitecore XC powered by Microsoft Dynamics, Pet Supplies Plus also planned to expand current e-commerce pilots to company and franchised locations, while focusing its online transactions on physical stores, not distant populations. Additional considered improvements included pet service scheduling that varies by local destination.

“Our key to future success is to make the site experience as unique and personal as our in-store experience,” Panfil said.



## Success Snapshot

- Sitecore® Experience Platform™
- Sitecore® Experience Platform™ (XP)
- Sitecore® Experience Database™ (xDB)
- Sitecore Experience Commerce (XC) powered by Microsoft Dynamics
- Microsoft Azure