CUSTOMER STORY

RETAIL & E-COMMERCE | CROSS-CHANNEL FULFILLMENT & RETURNS

Pet Supermarket expands fulfillment options and boosts customer loyalty

Pet Supermarket, a leading specialty pet retailer with more than 200 retail stores, offers a broad selection of premium pet food, supplies, and services with the convenience of local shopping in a welcoming, community-focused environment. Trusted by customers for over 40 years, they are known for quality, value, knowledgeable and friendly service —both in-store and online.

CHALLENGES

Pet Supermarket needed to revamp its shipping and fulfillment to stay competitive and meet rising demand. Their goals included:

- **Seamless omnichannel delivery**
  Expand options like same-day delivery and "buy online, pick up instore" (BOPIS) to enhance customer convenience.
- **Faster delivery using stores**
  Transform retail locations into micro fulfillment centers to reduce shipping times.
- **Branded customer journey**
  Create a consistent, branded experience across all purchase channels to boost loyalty and repeat business.
- **Data-driven engagement**
  Provide real-time shipment tracking and proactive notifications to both customers and store teams, for a more responsive customer experience.

SOLUTION

Pet Supermarket implemented Zenkraft, a Salesforce-native shipping platform, to streamline delivery operations, expand in-store fulfillment, and launch a new "buy online, pick-up in-store" (BOPIS experience. And, they improved shipment visibility, with real-time shipment tracking and branded customer communications. **By transforming stores into micro fulfillment centers, *Pet Supermarket also expanded its digital product catalog, offering online customers more choice and value.***

COMPELLING EVENT

Pet Supermarket wanted to turn its retail locations into efficient service hubs to improve operational efficiency and the customer experience, by offering in-store pickup and same-day delivery.

80%

of orders are now fulfilled from stores

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zenkraft
a BRINGG solution

RESULTS

By leveraging their existing Salesforce footprint comprising Service Cloud, Commerce Cloud, and Order Management (including Omnichannel Inventory), Pet Supermarket was able to rapidly deploy Zenkraft's Shipping & Fulfillment and Tracking features to achieve:

80% of orders fulfilled from store.

20% increase of in-store purchases, due to order pick-up service.

67% of ground orders delivered within two days and 31% next day.

The successful integration of Zenkraft has optimized Supermarket's shipping operations, paved the way for future growth, and enhanced customer satisfaction.

WHAT'S NEXT FOR PET SUPERMARKET

Motivated by efficiency gains realized by the initial implementation, Pet Supermarket plans to expand its Zenkraft capabilities to create a branded customer journey at each critical delivery stage.

- Grow site traffic with a brand-centric post purchase tracking experience.
- Enable self-service returns through Salesforce Commerce Cloud.
- Expand same-day delivery options leveraging Zenkraft's global network of carriers.
- Use Agentforce to handle routine inquiries like order status and returns, freeing staff to focus on in-store service.

> **Now, 80% of orders ship from stores, reducing fulfillment times to about one hour. Zenkraft's Salesforce-native solution accelerated deployment and minimized technical debt. By turning stores into fulfillment hubs, the business improved the customer experience while increasing in-store traffic.**
>
> **CHADWICK HAMBY**
> Vice President,
> IT at Pet Supermarket

ABOUT ZENKRAFT

- Salesforce-native, Agentforce-ready
- **700+** Salesforce customers
- Salesforce AppExchange partner for **15+ years**
- Compatible with all clouds and objects

200+ CARRIERS SUPPORTED

Parcel • Same-day • LTL • Regional

UPS, DHL, USPS, FedEx, TNT

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Learn what Zenkraft can do for your business. BOOK A DEMO

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