

Pet Supermarket expands fulfillment options and boosts customer loyalty with Bringg

About Pet Supermarket

Pet Supermarket is a leading specialty pet retailer offering a broad selection of premium pet food, supplies and services for the lifetime needs of pets. Every year, loyal customers put their trust in Pet Supermarket's commitment to quality, value and an exceptional focus on providing knowledgeable and friendly assistance - both in-store and via a robust ecommerce experience. With over 40 years of experience and 200 locations nation-wide, Pet Supermarket is well equipped to provide pet parents with the convenience to shop locally in a community-oriented and welcoming environment.



Compelling Event

In 2021, as the pandemic drove major growth in the total number of pet-owning households and raised consumer expectations around omnichannel shopping experiences exponentially, Pet Supermarket selected Bringg's Zenkraft solution to streamline their ship-from-warehouse process. With the market softening in 2022, it became apparent that bridging the gap between digital and in-store to deliver a truly "phygital" shopping experience was paramount in driving customer loyalty.

Challenges

Pet Supermarket identified the need to optimize their shipping and fulfillment model while simultaneously expanding delivery options to meet rising demand and remain competitive.

- **Creating a seamless delivery model:** offering expanded delivery options, including same-day and BOPIS, while maintaining ownership of the end-to-end customer experience.
- **Enabling in-store fulfillment options:** leveraging stores as micro fulfillment centers to activate more inventory while delivering on faster order fulfillment with ship from store.
- **Bridging the digital and in-store experience:** curating an end-to-end branded customer journey that drives repeat business and enhances customer loyalty.
- **Leveraging data to respond to customer expectations, quickly:** extending real-time visibility into shipment tracking and utilizing notifications for store and customer support teams while increasing brand engagement.

Solution

Pet Supermarket implemented Zenkraft, the leading Salesforce-native multi-carrier shipping application, to optimize their last mile delivery process. This involved streamlining the automation of delivery operations to expanding in-store fulfillment capabilities, architecting a new BOPIS experience, and enhancing visibility into shipment tracking with branded customer communications. Leveraging stores as micro fulfillment centers meant Pet Supermarket was now able to expand their digital product catalog significantly to offer their online customers added choice and value.

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 and fulfillment, and tracking features to achieve:

- ✓ **80% of orders fulfilled from store**
- ✓ **Activation of BOPIS** resulting in 20% increase of in-store purchases during pickup
- ✓ **Faster delivery times while retaining margin profitability** with 67% of Ground Service orders delivered within 2 day, 31% next day

What's Next for Pet Supermarket

Motivated by efficiency gains realized by the initial implementation, Pet Supermarket is planning to expand their use of 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
- **Continue expanding** the same day delivery options through Bringg's global network of pre-integrated carriers



With Zenkraft, 80% of orders are fulfilled from stores, cutting fulfillment time to about an hour. The solution being native on Salesforce is a tremendous value ad, ensuring swift market entry, value, and minimal technical debt. Same-day activation guarantees faster shipping, and using stores as micro-fulfillment hubs expands our catalog with numerous SKUs, offering customers more choices.

Matt Ezyk

Director of eCommerce, Pet Supermarket



Talk to one of our industry-aligned experts to learn what Zenkraft can do for your business.

[Schedule a demo](#)

