



Pet Super
market

Salesforce, Kasama Powers Growth At Pet Supermarket

Pet Supermarket boosts customer satisfaction with faster, more cost-effective deliveries, powered by Salesforce.



Pet Supermarket's Success Story: Revenue Growth, Faster Deliveries, Lower Costs, and Happier Customers

Pet Supermarket, a leading pet supplies retailer with 225 stores primarily located in the Southeast United States, has established itself as a significant player in the pet supplies market. With a strong presence both offline and online, Pet Supermarket has built a robust eCommerce experience on Salesforce Commerce Cloud. Additionally, the company leverages Salesforce Order Management System (OMS) to streamline and optimize its post-purchase fulfillment process. The company's two eCommerce fulfillment and distribution centers, both located near its headquarters in southern Florida, ensure efficient order handling and delivery.

The Challenge: **Lack of Inventory Visibility**

As part of its strategy to drive business growth and improve customer service, Pet Supermarket identified the need to implement several new capabilities: buy online, pick up in store (BOPIS); same day delivery from store; and buy online, ship from store (BOSFS). These initiatives were aimed at enhancing customer convenience and capitalizing on cost savings by utilizing store inventory for online orders and reducing shipping costs. However, the implementation of these capabilities

presented significant challenges. The primary issue was the lack of real-time inventory visibility, which made it impossible to identify and hold store inventory for shipping. Additionally, there was a need to establish intricate order routing rules to determine when to ship from a store and when to split an order. Pet Supermarket realized that even partial fulfillment of orders from a store could lead to faster delivery times and lower shipping costs. Moreover, integrating a single inventory system to expose store inventory to the eCommerce audience would unlock the potential of store inventory that was otherwise only available to customers of specific locations.

Salesforce Order Management and Kasama: **A Winning Combination**

To address these challenges, Pet Supermarket turned to Kasama, a trusted partner with deep expertise in Salesforce Commerce Cloud and Salesforce Order Management. Kasama played a pivotal role in implementing the Salesforce Order Management System and the OmniChannel Inventory capabilities for Pet Supermarket.

The solution provided by Kasama enabled Pet Supermarket to gain real-time visibility of all inventory across its stores and distribution centers. This capability allowed the company to manage inventory more effectively and ensure that products displayed online were available for purchase. With real-time inventory updates, Pet Supermarket could minimize instances where customers purchased out-of-stock items, thereby reducing customer service call volumes and enhancing customer satisfaction.

Furthermore, the implementation allowed Pet Supermarket to create, fulfill, and cancel orders within Salesforce OmniChannel Inventory. This

system also enabled the management of all order routing and inventory release rules. With these capabilities, Pet Supermarket could efficiently split shipments based on proximity and availability rules, optimizing delivery times and reducing shipping costs.

Kasama's expertise in Salesforce Commerce Cloud was also instrumental in enriching Pet Supermarket's eCommerce capabilities. The seamless integration between the online and offline shopping experiences ensured a smooth implementation process and enhanced the overall customer experience.

Revenue Growth and Cost Savings

The implementation of Salesforce Order Management and OmniChannel Inventory led to several significant improvements for Pet Supermarket. Real-time inventory visibility made Pet Supermarket's operations more efficient, as inventory updates across all locations were shared in real time. This minimized instances of customers purchasing out-of-stock items, reducing customer service call volumes and enhancing customer satisfaction.

The ability to ship from store and split shipments led to lower delivery times and reduced shipping costs, resulting in a significant reduction in fulfillment costs. The ability to deliver from store assured customers received urgently needed

products quickly and kept customers from needing to shop elsewhere. This contributed to increased margins and overall cost efficiency for the company. Additionally, exposing in-store inventory to the eCommerce site transformed "dead stock" store inventory items into additional product choices for eCommerce customers. This expanded the potential customer base, reduced the amount of in-store inventory discounting, and drove sales growth.

Overall, the integration of Salesforce Order Management and OmniChannel Inventory transformed Pet Supermarket's fulfillment operations. The company experienced decreased costs, increased margins, better customer experiences. The faster delivery options and accurate inventory information significantly enhanced the overall customer experience, fostering greater customer loyalty and satisfaction.

The Right Partnership Assures Success

Kasama proved to be a trusted implementation partner for Pet Supermarket. Kasama's expertise and collaborative approach ensured the successful implementation of a sophisticated inventory and order management solution, positioning Pet Supermarket for continued growth and success in the competitive pet supplies market. The partnership between Pet Supermarket and Kasama highlights the importance of leveraging expert knowledge and the robust capabilities of Salesforce solutions for commerce and order management to drive business growth and enhance customer satisfaction.

About Kasama

Kasama is the trusted partner for eCommerce and Marketing solutions for enterprise clients. Led by experts with multi-decade experience in eCommerce and marketing, Kasama specializes in the implementation, support, and operation of Salesforce eCommerce, Order Management, and Marketing. Learn more at www.kasamadigital.com

