

PET LIFE

New software gives specialty pet retailer confidence to grow



SPECS

CATEGORY: Specialty Pet Supply

STORES: 16

SKU COUNT: 14,000

OMNICHANNEL: Webstore

OPENED: 1996

FieldStack™ powered since 2014



With FieldStack we are able to focus more on customer service, which is where we want to be.

— Pete Risano,
President, Pet Life



CHALLENGE

Pet Life is a specialty pet retailer with 16 locations in Maine, New Hampshire and Massachusetts that values high-quality pet food and outstanding customer service. Their on-premise software had worked for a few stores, but when their company grew that old system couldn't. The aging software required many hours and complicated spreadsheets to maintain, and that kept Pet Life's most knowledgeable salespeople checking off items in the office and away from what they did best—helping customers. To add new stores, Pet Life needed to update their software, but they were worried that changing systems would be a time-consuming, cost-prohibitive task.

SOLUTION

Pet Life desired growth, but knew that their current technology could not support their growth plan. In FieldStack, they found a solution for their lean retail and expansion goals. FieldStack could provide the fully integrated and centralized service they had been looking for, and wouldn't charge for upgrades or implementation in new stores. Not only does FieldStack help run the business, its analytics inform inventory decisions Pet Life never could have made on their own.

BENEFITS

After an implementation that took only eight weeks, all of Pet Life's stores were automatically centralizing data in FieldStack, saving more than 20 hours of manual data entry per store, per week. That's more than 16,600 hours per year, the equivalent of eight full-time staff! The inventory work that had required 45 people is now done by two, part-time. FieldStack has optimized inventory as well, identifying underperforming lines of food and accessories that have been cut to lower inventory by hundreds of thousands of dollars. This has created added space for strong sellers and freed up cash flow.

With saved time and money, Pet Life can do what they never could have before: focus on customers. Just recently, a store manager who was newly freed from endless inventory work was merchandising a new dog collar on the floor. As a customer walked in, the manager chatted with him about the collar and recommended it for the customer's specific needs. An immediate purchase resulted, one of the many being driven by Pet Life's empowered team.

All of these benefits are supporting Pet Life's growth. "We now have the ability to grow without the fear of stumbling over our technology," said Pet Life president Pete Risano. The chain has opened three new stores within nine months of implementing FieldStack, and additional stores are slated through 2016.