A Shared Vision for Long-term Business Success

Re-energizing Web Sales Becomes a Top Priority

PETSMART

HIGHLIGHTS

Publicis Sapient Services

- Package Selection
- Detailed Requirement Definition
- Digital Strategy
- Ecommerce Implementation
- Client Training
- Digital Marketing
- Application Support

Platforms

- Commerce Cloud
- Sales Cloud
- Marketing Cloud

Key Integrations

- SAP PIM
- Janrain
- Manhattan

Very little growth in online revenues over ten years is not a path to success. Yet that is exactly where PetSmart found itself in 2015 – and senior management made changing this a priority.

Specifically, PetSmart needed the ability to easily add new content to their ecommerce site so they could quickly run promotions and feature new products. Additionally, the company needed to improve visibility and integration across their online presence and the rest of the business. More nimble competitors were offering services like online order-in-store pickup and mobile capabilities. PetSmart needed an answer if they wanted to get on the growth path.

A CLEAR CASE FOR A CLOUD-BASED SOLUTION

PetSmart did not want the expense, effort, or complexity of hosting the new ecommerce site. Additionally, scalability as well as the ability to implement updates with minimal interruption were critical. A cloud-based solution was the natural choice.

EXPERIENCE TO LEAN ON

PetSmart agreed to a Publicis Sapient solution using Salesforce Commerce Cloud. Ten-plus years of experience with the cloud model and over 100 successful deployments helped tip the decision toward Salesforce. No other solution came close. PetSmart also appreciated the managed-solution approach – all updates are automatically included and implemented by Salesforce, removing a significant burden and ensuring the latest capabilities are quickly available.

SHARED RISK – AND SIGNIFICANT POTENTIAL REWARD

Additionally, the revenue sharing model for Commerce Cloud ensured all parties are focused on the same goals. Salesforce would be in it for the long haul. Finally, the assignment of a Publicis Sapient global program manager for the project – someone who would align all the touch points across PetSmart and resolve potential issues before they became a problem – demonstrated a commitment to doing it correctly the first time.
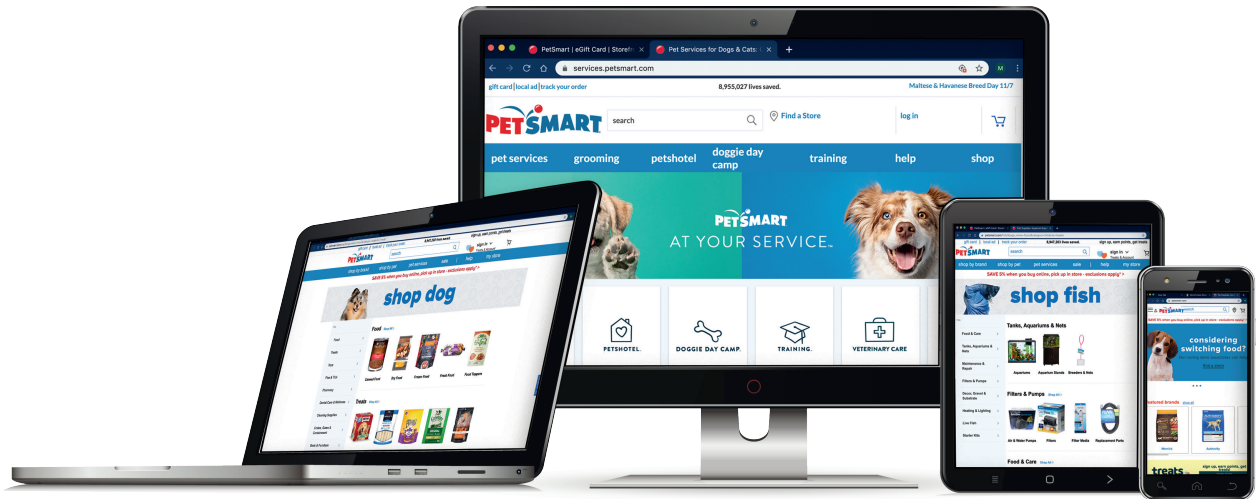
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SUPERIOR CUSTOMER ENGAGEMENT AND BROADER PERSPECTIVE DELIVER RAPID ROI

One of the largest Commerce Cloud sites implemented to date, the system was deployed in less than nine months – just in time for the critical holiday shopping season. And PetSmart's selection of Publicis Sapient and Salesforce was well founded – the new ecommerce site paid for itself in that first holiday season alone. Integration of Commerce Cloud with Sales Cloud, Marketing Cloud, and Service Cloud at a systems level enables PetSmart to not only present a unified customer experience, but also gives their teams a 360-degree view of all customer behavior and internal efforts. This allows them to efficiently conduct company-wide initiatives to improve service as well as develop more targeted promotions to grow revenues. Finally, PetSmart can enjoy the benefits of a multichannel solution that includes full mobile capabilities, providing customers the convenience of meeting their pets' needs anywhere and anytime.