

Our Client is a top 5 global pet food manufacturer with premium dog and cat food brands.

To promote brand loyalty to the pet food range, the Client set-up a Breeders program whereby new puppy owners receive a puppy pack containing pet food and various other gifts and advice.

Breeders register for the scheme and apply for packs following the arrival of new puppy litters.

The Breeder gives out a pack to each customer purchasing a puppy.

A registration card in the pack enables puppy owners to sign-up to receive offers and advice.

Services

- Web design/hosting
- Assembly & kitting
- Pick, pack & delivery
- Inventory management
- Stock replenishment planning

Features

- Quality consistency & reliability
- Tailored solutions
- Scalability / Adaptability
- Cost reduction / Service enhancements



THE SYKES SOLUTION

The program was initially set-up based upon Breeders calling the help-line to register and apply for packs.

SYKES put forward a solution based on setting up a web order-page that featured password access for registered Breeders who could log-in and directly place orders without needing to speak with an agent.

The web-site features parameters controlling the volume of packs each Breeder can order and provides full reporting capabilities on the orders shipped.

Benefits to the Client

- Significantly reduced costs
- Auto Breeder-address look-up
- Enhanced Breeder satisfaction
- Improved service levels

“SYKES has supported this project for the past 3 years and our client is delighted with the innovative solutions we provide, so much so that we have been awarded a range of similar promotional programs”

DOUGLAS WATT, **SYKES** CLIENT SERVICES DIRECTOR