

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

The Client offers a free care-line service to consumers throughout Europe seeking advice and support in connection with feeding their pet. The advice also extends to include pet training and behavioural difficulties.

As a consequence of the call, SYKES send out nutritional data sheets, which are breed specific. Other offers include the supply of sample packs of food and training aids.

There are over 850 different products in the range. Orders are received and over 99% are shipped the same day.



### THE SYKES SOLUTION

Analysis of the stocks and usage levels revealed that a large %age of the SKUs held in stock related to nutritional advice for pets, which is held in a printed paper format.

The nutritional data sheets were often breed specific and the information had to be localised into all of the major European languages.

To avoid excessive stockholding and the potential for obsolescence, **SYKES** put forward a solution based on producing nutritional data sheets on-demand.

### Benefits to the Client

- Significantly reduced costs
- Reduced stockholding / storage fees
- Minimize obsolescence risks

### Services

- Print on-demand
- Pick, pack & delivery
- Inventory management
- Stock replenishment planning

### Features

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

*“SYKES has supported this project on behalf of our Client for the past 4 years, we initially started with the UK and over this period we have expanded this solution into another 8 European counties.”*

PAUL MCDONALD, **SYKES** GLOBAL FULFILMENT MANAGER