experlogix
Digital Commerce

Trust Pet Products
Client Success Story

Trust Pet Products elevate customer service & increase online turnover with the Experlogix Digital Commerce

Trust Pet Products, with over 45 years in business, has established itself as a leading pet trade wholesaler in the UK. Based in Warwick, just outside Birmingham, Trust Pet supplies a full range of pet food and accessories throughout the midlands region and beyond.

As a family-run business, customer service is at the core of everything they do. They understand their customers needs very well and have a dedicated sales, warehouse and delivery team to meet them.

Trust Pet Products are also very mindful of their environmental impact and now recycle over 70% of their waste and their HGV vehicles have Euro 6 engines, the cleanest and most efficient trucks on the road.

Challenge

Trust Pet's core challenge revolved around their customer-focused approach. Recognising the busy nature of their retail clients, they acknowledged the inconvenience of ordering during office hours via traditional means like phone or email. This led to frequent direct interactions and requests for information such as invoices and order history. A vital part of their solution involved making their extensive product range easily accessible to customers.

CLIENT
Trust Pet Products

PARTNER
Experlogix

BENEFITS

- Experlogix Digital Commerce streamlines Trust Pets Products' digital transformation, boosting online turnover by 30% in 2 years

- The Digital Commerce Saas platform opens doors to new markets and technologies

- Central to their goal, Trust Pet enhances customer service by enabling 24/7 online self-service for busy B2B clients

COUNTRY
United Kingdom

Their ERP system played a pivotal role in managing inventory, personalised pricing, and sales orders. However, the manual input of orders placed via phone or email proved time-consuming, error-prone, and resource-intensive, leading to duplicate entries. Faced with strict delivery schedules, they sought an improved alternative.

An initial foray into eCommerce using a standalone solution fell short as customers found the experience lacking—generic pricing, inaccurate stock updates, limited catalog search, and absence of a customer portal. Anticipating the future, Trust Pet aspired to meet the expectations of today's digital buyers, requiring a seamless omni-channel online experience. The prospect of future Direct-to-Consumer (D2C) endeavours further emphasised the need for a scalable, up-to-date, and future-proof solution.

Solution

Seamless Catalog Exploration

Customers could easily search the vast Trust Pet catalogue, with smart intuitive search and filtering such as animal, breed, product or brand, or simply do a quick search for the product code. All stock levels were live and accurate at all times and the only price the customer could see was their own.

On-the-Go Ordering and Barcode Scanning

Trust Pet wanted to provide even more convenience to their customers by giving them access to an app. Launching Experlogix PocketShop means their customers can easily order on the go from their mobile device and scan barcodes straight from the shelves to the shopping cart. They can even use the app when offline!

Real Time Integration

The platform also had real-time integration with their ERP system to provide the live data their customers craved. Once Trust Pet's ERP system was integrated with the Experlogix Digital Commerce, Trust Pet could launch the tools they needed.

Using the essential live data from their ERP system, Experlogix was able to bring it to life online, with a full content-rich website, digital catalog, B2B ordering and customer portal, all in one online location. Finally, their busy customers could order, and self serve at a time that suited them.

Result

The implementation of the Experlogix Digital Commerce yielded remarkable outcomes for Trust Pet Products. This integration not only addressed immediate challenges but also positioned them favorably for future ventures.

With the launch of Experlogix WebShop, Trust Pet witnessed a significant shift, with 30% of their orders transitioning to this platform. This shift translated into streamlined order processing, heightened efficiency, and improved customer experiences. The innovative search and filtering capabilities provided by WebShop allowed customers to easily navigate Trust Pet's extensive catalogue, resulting in quicker decision-making and more informed purchases.

The introduction of Experlogix PocketShop as a mobile app further elevated Trust Pet's customer-centric approach. Enabling on-the-go ordering and barcode scanning directly into the shopping cart revolutionised the shopping experience, accommodating modern consumer preferences for convenience and ease of use.

Want to learn more?
Speak with one of our experts.

Get Started

"Having our B2B WebShop & Customer Portal on the Experlogix Digital Platform has meant our busy customers can order when and where it suits them with customer specific pricing, livestock and online account management. We have seen huge increases in our overall efficiency as a business. We already have over 30% of our turnover online in just 2 years and we are able to adapt rapidly to the changing marketplace with the right digital solutions when we need to."

Andrew Clarke
Wholesale Division Manager

Microsoft