



petco

CASE STUDY

Retail | Social Media | Customer Management

About the Client

A leading pet specialty retailer that focuses on nurturing powerful relationships between people and pets.

Client Challenge

As Petco's fans grew on social networks, more and more customers were beginning to turn to Twitter, Facebook, and other online Petco communities for help. Responsible for community building, Petco's digital marketing team was attempting to aid customers during their downtime. Without a support structure in place, customers waited hours or days to receive a response, if at all. This distraction also hindered the digital marketing team from focusing on content creation and building their community.



The Sutherland Transformation

To improve customer service, Sutherland launched a team of moderators to focus solely on Petco's online communities. Using a third-party online monitoring tool, new messages to Petco's accounts were automatically imported into a CRM environment, speeding up issue identification and ensuring no comment was missed. To ensure a consistent customer experience across all channels, Sutherland implemented a defined set of customer engagement best practices. By taking over the individual customer interactions, Sutherland was able to let Petco's digital marketing team focus on what they do best: growing and engaging their fan base.

Partnership Results

Fast Response Times



Very responsive to messages

Petco customers can expect a response within 10 minutes of posting on a social channel

Posts not reviewed by a moderator within 24 hours

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Results from March 2014 through November 2016

Petco Community User Growth

51.2%

Results from March 2014 through November 2016



As a process transformation company, Sutherland rethinks and rebuilds processes for the digital age by combining the speed and insight of design thinking with the scale and accuracy of data analytics. We have been helping customers, across all industries, achieve greater agility through transformed and automated customer experiences for over 30 years. Headquartered in Rochester, N.Y., Sutherland employs over 38,000 professionals spanning 19 countries around the world.

For more information on how we can help you transform your processes, visit us at www.sutherlandglobal.com, email us at sales@sutherlandglobal.com or call 1-800-388-4557 ext. 6123.

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