

Pets at Home extend multi-channel capability with the addition of “Click and Collect” and reap the rewards – doubling order expectations

3rd November 2010 - Pets at Home today announced the successful implementation of “Click and Collect” on www.petsathome.com delivering a seamless shopping experience whether customers shop online, in store or over the phone. Evidence so far, demonstrates that “Click and Collect” has been well received by customers with orders double that expected and Pets at Home anticipate this will grow as the service becomes more recognized over the coming months.

Matt Stead, Director of Multi Channel at Pets at Home said, “Click and Collect” was part of our strategy when we implemented a new eCommerce Platform last year. A key priority for us was to combine our online and offline services allowing customers to reserve online and collect from one of our 275 stores nationwide. The process to implement “Click and Collect” was pretty straightforward and results so far demonstrate that the investment was worthwhile.”

In preparation for the service, Pets at Home had to upgrade their in store systems, taking advantage of BT Expedite’s Integrated Store multichannel solution. “Click and Collect” functionality was achieved by integrating the store to the existing web channel and eCommerce platform SAFE™ (Salmon’s Application Framework for eCommerce), implemented by Salmon in 2009.

Products available online can now be reserved for collection from store, with inventory managed in real time. Salmon were responsible for changing the pages on the website needed for the “Click and Collect” process, updating the checkout to incorporate in store collection and updating the product page to link to store checker, this allows customers to see what the current stock is for the product. Once a quantity and postcode have been entered, the stock checker process, which transfers the information to BT Expedite’s Store 6 software then checks availability. Customers in their basket, have the ability to remove items, update quantities, revert to browsing or continue to reserve/checkout. They can also choose the store they wish to reserve their goods in, or choose to have the products delivered to home. Once they have confirmed their contact details and reservation these are passed to Store 6. The

customer then receives a confirmation page giving them a reference number for their reservation(s), along with an email and SMS message from Store 6. Products will be ready for collection after two working hours and will be held until the end of the following day. Customers pay for the product(s) on collection.

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About Pets at Home

Pets at Home offers great products, tips and advice to keep your pet happy and healthy. From specialist pet food to toys and training aids, there is everything a pet owner could wish for and more.

There are over 270 Pets at Home stores across the UK. To find your nearest store and for further information log onto www.petsathome.com

Winner of Speciality Retailer of the Year and Employer of the Year at the Retail Week Awards 2010.

About Salmon

Salmon is a highly innovative regional systems integrator whose commitment to on-time, on-budget projects is increasingly embraced by the leading names in retail, insurance and financial services markets. Since 1989, leading brands have been turning to Salmon for its ability to build, integrate and support business-led systems that add measurable competitive value to their day-to-day operations – and to their bottom line. Salmon quickly understand business needs, creates realistic development schedules, and efficiently delivers solutions to plan; based around an ethos that marries a depth and breadth of development skills, with a management process that removes virtually all risk from successful project roll-outs. Customers include Argos, Ann Summers, Boots, Bristol & West, Endsleigh, Halfords, ICI Paints, Selfridges and Swiss Re.

Salmon is headquartered in Watford, Hertfordshire and has offices in US, China and Australia. For more details about Salmon visit <http://www.salmon.com>

About BT Expedite

BT Expedite is the retail specialist division within BT. It provides best of breed solutions to enable multichannel retailers to thrive in today's competitive environment. The BT Expedite solution set spans every area of retailing; planning, sourcing, merchandising, store, sales analytics, CRM, plus network infrastructure, hardware and professional service expertise. BT Expedite's multichannel capability was reinforced by the acquisition of Fresca in 2008. BT Fresca passionately creates the finest transactional Webstores for leading fashion and lifestyle brands in the UK and across the globe.

Customers include Aurora Fashions, JJB Sports, Primark, Matalan, Mothercare, New Look, Thomas Pink and WHSmith

For more information, visit www.btexpedite.com

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