



GOLDEN KITE

2019 Award Winner



**FOURKITES**

CASE STUDY: PETSMART

# How PetSmart Optimized Store Operations Through Superior Supply Chain Visibility

## All Paws On Deck

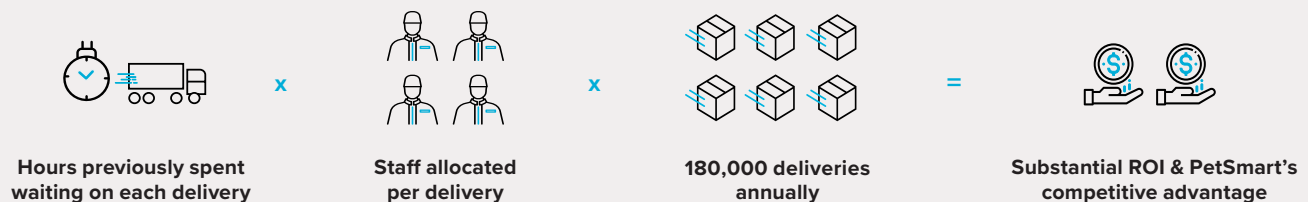
PetSmart, the largest specialty pet retailer of services and solutions, was seeking a way to minimize late and early deliveries and reduce labor costs across its more than 1,650 stores throughout the U.S. and Canada. With more than 180,000 shipments each year, late deliveries and other supply chain disruptions were causing unnecessary communication loops between store associates, carriers and company headquarters, as well as putting unnecessary strain on customer-facing personnel.

In early 2019, the pet retailer selected FourKites to provide freight visibility as a competitive advantage for its supply chain. By bringing greater visibility to its deliveries in transit, PetSmart was able to identify the cause of disruptions to store operations and minimize their impact on staff productivity. In partnership with FourKites, PetSmart was also able to dedicate more associate hours to the valuable task of improving the customer experience with pet parents, instead of waiting at the loading dock.

**“ If you consider that we have 1650+ stores across the US and Canada with over 180,000 annual deliveries, time is money. We want to make sure that we’re providing an opportunity for our store associates to be the trusted partner for our pet parents, and not have to think about when their delivery is going to get there.”**

**DAWN GOUDIE**  
SENIOR MANAGER, SUPPLY CHAIN SERVICE CENTER  
PETSMART

## Consistency Matters



PetSmart worked closely with FourKites' implementation team to onboard its carriers and begin tracking the locations for North American shipments by truckload, less-than-truckload, ocean and rail. Within six months, PetSmart had nearly completed integration, tracking more than 95% of its outbound carriers with over 80% consistency. Moreover, PetSmart was able to minimize the time store associates dedicated to carrying out behind-the-scenes tasks, such as receiving deliveries, unloading goods and coordinating shipments.



**95%**

**OF CARRIERS TRACKING**

PetSmart drove carrier engagement through proactive communication and support



**80%**

**GOAL FOR TRACKING CONSISTENCY**

PetSmart set expectations early on, and shared the benefits of visibility with carriers to encourage them to meet this goal



**83%**

**TRACKING CONSISTENCY ACHIEVED**

In less than a year PetSmart achieved its goal of high tracking consistency across its carrier base.

“The data available on the FourKites platform helps PetSmart Transportation maximize carrier utilization and supports our goal of becoming a shipper of choice. Visibility to support network optimization is invaluable by supporting the efficient flow of goods through our supply chain while reducing costs for the company.”

**DAWN GOUDIE**  
SENIOR MANAGER,  
SUPPLY CHAIN SERVICE CENTER  
PETSMART

## Communication as a Key to Success

The PetSmart team is highly engaged with the platform and communicates the weekly dashboard data to internal and external partners, promoting usage as well as fostering accountability. The company set expectations with its carriers early on that it sought at least an 80% tracking consistency, and its current standing at 83% proves that engagement and feedback are key to success.

**Real-time visibility into store deliveries has allowed PetSmart Store Operations to allocate resources more effectively and reduce the need for a call center to field questions about truck ETAs.**



## Taking Operations to New Heights through Innovation

By feeding the data generated by its tracked loads into FourKites' suite of advanced analytics tools, PetSmart was able to spot trends and identify opportunities to improve upon key operational metrics, such as effective allocation of labor within the retail space and unused labor capacity. PetSmart also went beyond the standard FourKites integration, working hand-in-hand with FourKites' engineering team to develop a customized alert system capable of automatically notifying store managers and associates of incoming deliveries and delays. The notifications were set to give store leaders ETA updates at regular intervals, starting six hours out from a delivery arrival to one hour before the truck arrives and is ready to unload.

Given its out-of-the-box approach, hard work and strong results, in September 2019, PetSmart was selected as a winner of the FourKites Golden Kite Award for Innovation and Technology. The annual Golden Kite awards recognize four companies that go beyond the traditional dots-on-a-map approach to leverage cutting-edge supply chain technology to improve customer satisfaction and achieve greater business results.

By leveraging visibility and harnessing its own data, PetSmart successfully transformed a frustrating liability into a powerful asset to build competitive advantage.

**“ Our goal is to deliver the best possible customer service, and supply chain visibility plays an important role in helping us get there.”**

**KIM PALOMBO**  
VICE PRESIDENT, TRANSPORTATION & COMPLIANCE  
PETSMART



## About PetSmart



PetSmart, Inc. is the largest specialty pet retailer of services and solutions for the lifetime needs of pets. At PetSmart, we love pets, and we believe pets make us better people. Every day with every connection, PetSmart's passionate associates help bring pet parents closer to their pets so they, together, can live more fulfilled lives. This vision impacts everything we do for our customers, the way we support our associates and how we give back to our communities. PetSmart employs approximately 56,000 associates and operates more than 1,650 pet stores in the United States, Canada and Puerto Rico, as well as more than 200 in-store PetSmart PetsHotel® dog and cat boarding facilities. The retailer provides a broad range of competitively priced pet food and products, as well as services such as dog training, pet grooming, pet boarding, PetSmart Doggie Day Camp™ and pet adoption. PetSmart, PetSmart Charities® and PetSmart Charities® of Canada work with more than 3,500 animal welfare organizations to bring adoptable pets into stores so they have the best chance possible of finding a forever home. Through this in-store adoption program and other signature events, PetSmart has facilitated more than 9 million adoptions, more than any other brick-and-mortar organization. In May 2017, PetSmart acquired Chewy.com, a leading online retailer of pet food and products in the U.S., which operates as an independent subsidiary.

## About FourKites



FourKites is the largest predictive supply chain visibility platform, delivering real-time visibility and predictive analytics for the broadest network of Global 1000 companies and third-party logistics firms. Using a proprietary algorithm to calculate shipment arrival times, FourKites enables customers to lower operating costs, improve on-time performance, and strengthen end-customer relationships. With the largest proprietary network of GPS/ELD device partnerships, FourKites covers all modes, including truckload, LTL, ocean, rail, intermodal, last mile, and parcel. The platform is optimized for mobile and equipped with market-leading end-to-end security.

### FourKites, Inc

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