

Pets at Home use StoreView surveys used to validate project store selection

Responding to the uplift in online orders initially stimulated by COVID restrictions, Pets at Home wanted to understand which stores could be used for their new “Deliver from Store” programme.



Case study by
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Managing space effectively

The task was to establish whether there was capacity for an online order packing station in the back of house amenity area. A warehousing area which is already a busy location receiving regular large deliveries each week.

Pets at Home therefore approached CADS to undertake a 360 StoreView survey to capture full visual information including equipment, power and data sources on 132 of its 453 stores within a challenging four-week programme.

Although the activity was at the back of the store, Pets at Home decided to include the retail areas within the survey in anticipation of the many ways the information could be used.

A total of 200 store surveys commissioned

All 132 stores were surveyed and the StoreView tours created within the time frame, and as a result several stores were not suitable and therefore removed the programme. This meant a further 68 store surveys were commissioned in a follow up three-week programme.

Andy Murray, Project Manager, commented:

"This has been a great project to be involved in. The whole programme has taken our surveyors right across the UK from Truro to Bangor, Dover to Elgin and the Isle of Wight to Northern Ireland. While the team at Pets at Home have been excellent to work with and the store staff extremely positive and welcoming to our surveyors."

Evaluate stores remotely

Not only have the StoreViews have been used to identify the best stores for the Deliver from Store programme, they have also been used by several other departments. The merchandising and store proposition departments are now able to evaluate the look and feel of specific areas within store to confirm the reality at site and prioritise refresh and refurbishment works.



Mike Renouf, Space Planning Manager:

"CADS have been exceptionally professional to work with. They have been very responsive to our requirements and provided a high quality set of surveys which enabled our planning team to remotely review the conditions in a large proportion of the store portfolio.

Additional benefits of the Storeview surveys are also being appreciated as time goes on and we are already seeing this value realised across several departments."



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