

Assessment (Presentation)

**The modern technology is using at *Pets at Home* company to
improve efficiency**

Student's Names and ID Numbers: Karolina Tkaczyk 1916662, Oksana Klepailo 1912613, Klaudia Kolodziejek 1916661.

Moodle: Digital skills and research methods BMSW4003

Lecturer's Name: Amitave Banik

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DIGITAL SKILLS AND RESEARCH METHODS

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to improve efficiency**

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Introduction

Thank you for joining us here. I am Karolina and my colleges Oksana and Klaudia, we will review the topic called *“The modern technology is using at Pets at Home company to improve efficiency.”*

The purpose of the presentation is to provide information about the background of the company, the challenges before using modern technology, understanding advanced technology as the VIP Club app, the Pet Pad process, and the Rotageek application introduced by the company. Consider the impact of this technology on the company and find out the case study.

I will talk about *the Background of Pets at Home company.*

Karolina Tkaczyk 1916662

Introduction

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I will talk about the *Background of Pets at Home company*.

Background of Pets at Home company

First store Pets at Home was open in Chester in the 1991 year in the UK. The company is founded by Anthony Preston. The primary purpose of the business from the beginning is to provide advice to the customer with products and accessories for pets.

The company in 1999 opened the 140 new shops in the UK, also the firm introduced for the clients the option of using the services vet practices in store.

In April 2004, European Private Equity acquired firm Pets at Home. Two years later, the company started to Support Adoption for Pets also launched pet adoption charity. The stores launched pet adoption scheme in selected stores to re-home displaced or unwanted small animals. A year later, the company opened the first website and introduced options for using Groom Room services launched within some stores.

Pets at Home was acquired by Private Equity House, in 2010. Since then, the number of stores has increased over 360 in the United Kingdom, and business Pets at Home started VIP (Very Important Pets) loyalty program. Moreover, the company developed its veterinary business with cooperation with Vets4Pets. The industry from that moment organized a new Pet Care Strategy and started 'Order in Store' to proffer customers' access to the extensive online product assortment.

At this point, the company is proud and happy to have business grown in popularity and have trust with over 700,000 customers. Currently, in Great Britain, Pets at home owns 345 shops and 209 vet practices, with 125 in-store, regular clients with VIP club reaches 4m members, and employs more than 6,000 employees. (Investors Pets at Home, 2020)



Source: Picture from Pets at home website.

Background of Pets at Home company

First store Pets at Home was open in Chester in the 1991 year in the UK. The company is founded by Anthony Preston. The primary purpose of the business from the beginning is to provide advice to the customer with products and accessories for pets. The company in 1999 opened the 140 new shops in the UK, also the firm introduced for the clients the option of using the services vet practices in store. In April 2004, European Private Equity acquired firm Pets at Home. Two years later, the company started to Support Adoption for Pets also launched pet adoption charity. The stores launched pet adoption scheme in selected stores to re-home displaced or unwanted small animals. A year later, the company opened the first website and introduced options for using Groom Room services launched within some stores.

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The challenges before the introduction of modern technology.

The challenge for Pets at home's before the modern technology has been introduced was that before 2014 when the iPads come up to the company, colleagues have been using the paper form which has been taking so much more time. Store assistants and colleagues are now able to save time and they can go

- ▶ through all the questionnaires on their tablet which is so much easier to ensure the form is completed properly.

Moving from paper form to digital means that the company can fit the right information to email their customers the most relevant care sheets, vouchers, and information about their local branch.

While technology plays a big part in Pets at home, the success that the company is aware that the customers would still prefer to have the physical support.

pets at home

- Unlike the other retailers who are forced to close stores at least reimagine their purpose.

In Pets at home's the main idea of success will be the foot-print which will make a big difference compared to the other companies.

Just form last year the firm started the process of streamlining which is a promotion handling by rolling out SAP's Promotion Management for retail (PMR) software.

The new system has given the company a real-time single record for all deals, offers, and rebates across all channels.

The software, which runs off SAP's HANA in-memory database technology, is also integrated with the company's current system SAM ERP which Pets at home has been using for the past 3 years.



- SAP technology has provided the company Master Data Management, HR application, distribution with sale and finance, before developing SAP, Pets at home was using Accord Finance software acquired from a local company where the master-data was held in several systems also including EPOS, spreadsheets, and warehouse system.

Harvey explains that the problem was that therefrom no single version of the truth, the catalyst for moving with SAP was to prioritize master-data and get stability and scalability. The main idea of going from paper form to digital was successful for the firm, and now the company is trying to improve the current system, to make it better. (M.Bennet,2017)

Referance list:

Madeline Bennet (2017) *Pets at Home pursues digital with family feel*

Available at: <https://diginomica.com/pets-home-pursues-digital-family-feel>

(Accessed: 9 January 2017).



Is working from home making you stir-crazy?Bryn Nowell / Bryn Nowell

I am Klaudia and I will continue to talk about the challenges that were until the appearance the modern technology.

The challenges before the introduction of modern technology.

The challenge for *Pets at Home* before the modern technology has been introduced was that before 2014 when the iPads come up to the company, colleagues have been using the paper form which has been taking so much more time. Store assistants and colleagues are now able to save time and they can go through all the questionnaires on their tablet which is so much easier to ensure the form is completed properly. Moving from paper form to digital means that the company can fit the right information to email their customers the most relevant care sheets, vouchers, and information about their local branch.

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***The modern
technology is using
at the
PETS at HOME
company***

Oksana K. 1912613

- *ROTA GEEK APP*
- *PET PAD (IPAD)*
- *VIP CLUB APP*



Source: Ridham Enterpraise, 2020

Oksana Klepailo 1912613

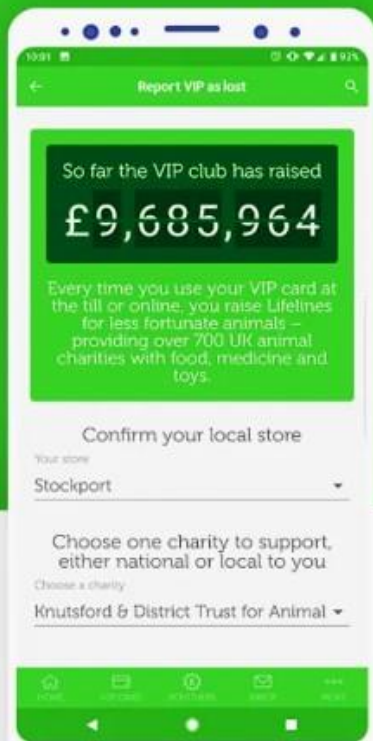
I am Oksana and I will talk and explain about the modern technology is using the *Pet at Home* company.

Insights to the modern technology introduced by Pets at Home company.

Pets at Home is using modern technologies to improve their business and to achieve excellent success, some of them are:

- Pets at Home VIP application,
- Rota geek application,
- Pet Pad (iPad) process

choose your charity
and check our total



Source: Google Play, 2020

VIP Club app

- ☐ App allows customers to swipe their cards or scan their app in the store, at the vets, and in the grooming salons by collection points.
- ☐ The customers can buy products paying by points that they collected without using money.
- ☐ The VIP Club gives the possibility to support animal charity.
- ☐ The company to operate the VIP Club app is using SAP ERP software.
- ☐ The VIP app can be installed for Android & iOS devices.

Keep your VIP club
card on your phone.



Oksana K. 1912613

Oksana Klepailo 1912613

Pets at Home VIP Club

Very Important Pets (VIP) club application gives permission to the customers to swipe their cards or scans their app in the store, at the vets or in the grooming salons, and the points which they are collecting go straight away to the VIP Lifelines for their pet charity and the customers can buy a product at the store paying by points without using money. The VIP app can be installed for Android and iOS devices. The company to operate with this application is using SAP ERP software. SAP (System Applications and Products) in Data Processing, EPR (Enterprise Resource Planning) software, this software maintains all databases and allows them to manage the business operations and customer relationships. The SAP software allows the organization to get stability and scalability. (Bennett, 2017)

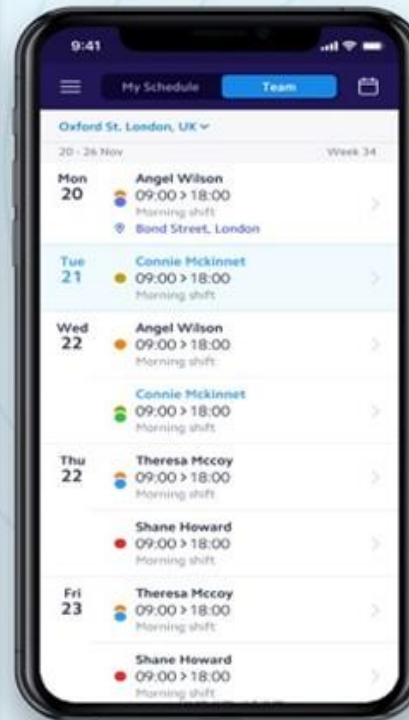
Oksana K. 1912613

Check your leave
& book time off

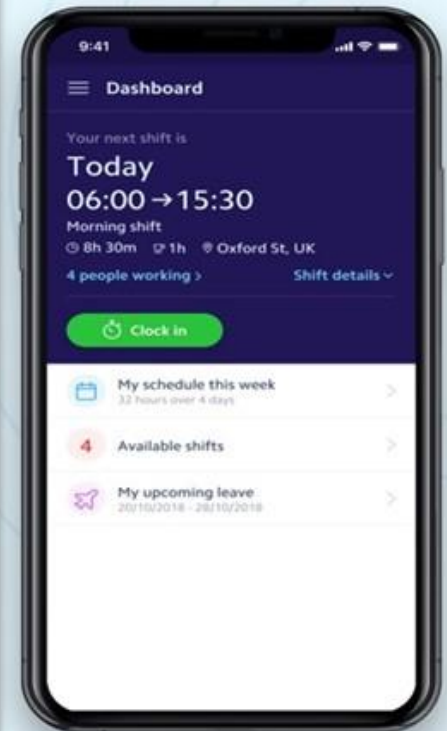


Source: Rotageek, 2020

Manage
your team



Your rota,
always up-to-date



Rota geek app

The mobile app suitable for iOS & Android devices. The application allows the users to access the work schedule and make the requests around the shift work on the day. Through the application employees can see working week schedules, holidays, day-offs just from mobile phones.

Oksana Klepailo 1912613

Rota geek mobile application

The Rota geek application allows the users to access their work schedule and make requests around their shift work on the day, to know with who they are working, to see the working week schedule, their holidays, their day-offs directly from the mobile. The Rota geek mobile app is suitable for iOS and Android devices. *Swap management functions* able to change employee's shifts by the approval of their managers. The request for swap is sending to all teams via push notification, and the managers may approve the requests. (Rota Geek Limited, 2020)

Pet Pad (iPad) process

- ▶ Allows to save time for the employees and the customers
- ▶ Used to fill in the pet questionnaire that is required from customers
- ▶ Storing all data about the customers and their pets
- ▶ Providing email service to the customers

The screenshot shows the 'pets at home' app interface. At the top, there's a green header with the logo and a fish icon. Below it, a white box contains the text 'Please confirm the customer meets our Fish Sale eligibility criteria'. There are three questions with dropdown menus: 'Are you over 18 years of age?' (YES), 'Are you going straight home after this purchase?' (YES), and 'Do you have a tank which has been running for three days or more with a working filter?' (YES). A green 'OK' button is at the bottom right of the white box. Below the white box is a green 'Search' button. At the very bottom is a grey 'Cancel' button.

The screenshot shows the 'Search results' screen. At the top, there's a green header with the logo and a fish icon. Below it, a white box contains the text 'Please select a customer'. Below this is a table with columns: Title, First name, Last name, Address1, and Postcode. The table has six rows of customer data. The first row is highlighted in blue. Below the table are two green buttons: 'New search' and 'Add customer'. At the bottom is a grey 'Cancel' button.

Title	First name	Last name	Address1	Postcode
Mr	Jhosophat	Jones	7 Aqua Road	SM17LE
Mrs	Joan	Jonella-Stead	10 Aquaville street	SM11LE
Ms	Janet	Jones	1a Nile Road	SM13TH
Dr	Julia	Jones	11 High street	SM17LE
Mr	James	Jones	7 Aqua Road	SM17LE
Mrs	Joan	Jones	10 Aquaville street	SM11LE

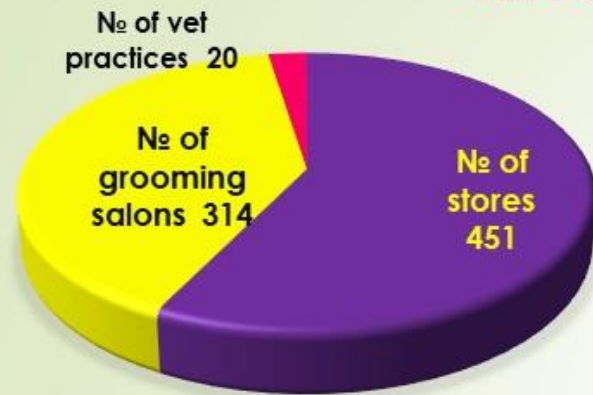
Source: Behance, 2020

Oksana Klepailo 1912613

Pet Pad (iPad) process - using a device is Apple iPadOS.

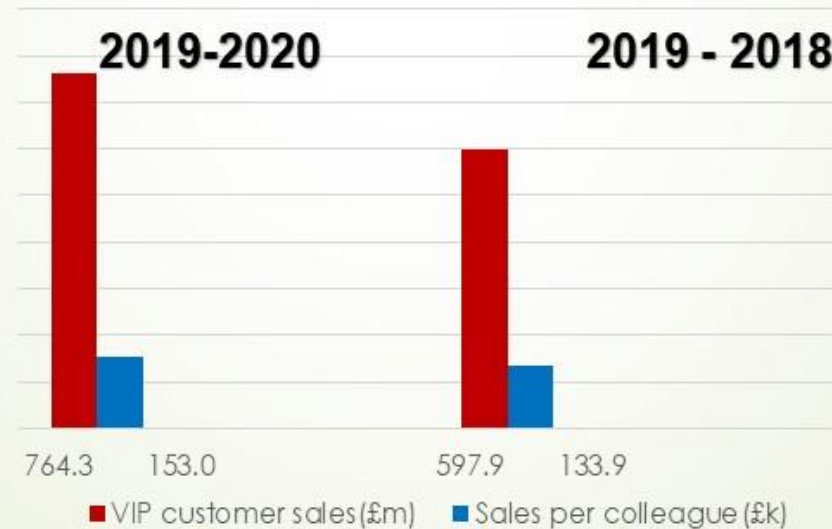
The Pets at Home using the iPads process to fill in the pet welfare questionnaire that is required from the customers to ensure that the animal will be matched with a new owner and all needs of the pet will be done. This process helping the store worker to keep in touch with customers through the completed information on the tablet and to make sure that everything is correct and allow them to get loyalty VIP data. Through the iPads process they can send to the customers a mail with all necessary care sheets for their pets or if the owner has any questions. (Retail innovation, 2014)

**Through the impact of modern technology
introduced
the company raised revenue**



2018-2019

**Company's financial trading
2018 - 2020**



2019 - 2020

Karolina Tkaczyk 1916662, Klaudia Kolodziejek 1916661 and Oksana Klepailo 1912613.

About these 2 the last part of the tasks we all were worked together.

The impact of the technology introduced.

The implementation of modern technology by the company gave big opportunities to raise revenue and expand the audience. If to look at the presentation slide, there can see that from 2018 to 2020 the company launched more two stores and two grooming salons and opened more 22 new vet practices. The larger is the customer audience, then the more revenue the company can get. By introducing new technology as the VIP Club app, Rota geek app, and iPad process all the tasks carry out much easier and faster. Through them the company can use rationally time management to achieve the goal. Modern technology makes a company unique by providing more benefits for the customers and ensure that they are buying a quality item.

Lessons that can be drawn from the case study



Karolina, Oksana, Klaudia

The case study

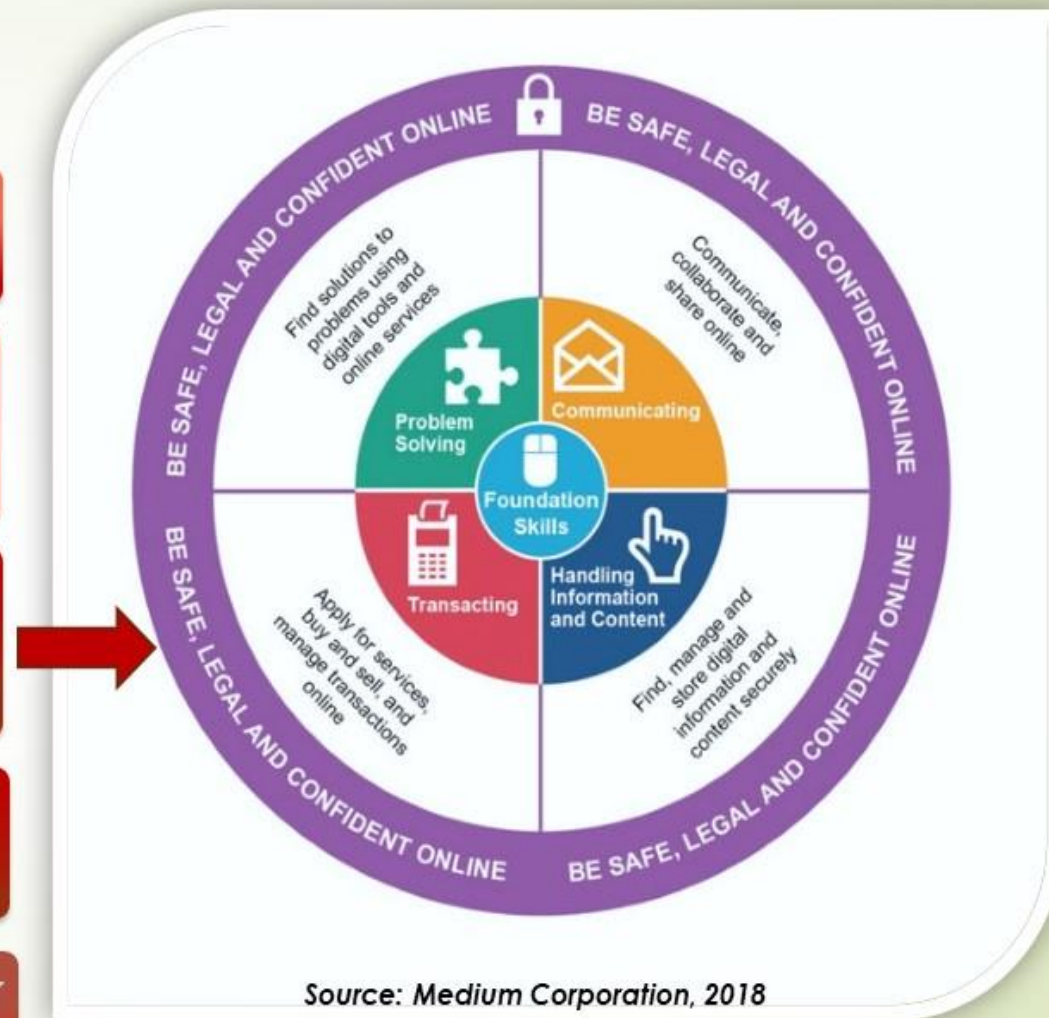
The main technology aspects:
goods and services, human activities and
technical activities

Knowledge drawn from the module:
about cloud storage, PowerPoint presentation,
storing information in the file, using social
media, and online resources.

Digital technology gives us skills as
team working, communication, problem-
solving, time management, searching for
information.

The digital environment provides the
safety and confidentiality of information
stored online.

Technologies give opportunities to
create, control, and develop business
at a distance.



Karolina, Oksana, Klaudia

Karolina Tkaczyk 1916662, Klaudia Kolodziejek 1916661 and Oksana Klepailo 1912613.

The lessons drawn from the case study.

In today's world, it is essential to understand how digital technologies can help with communication, creativity, and innovation. Digital skills are an integral part of our lives that making our daily tasks more comfortable, providing the quality of our lives.

As *research skills* that we learn from the case study are searching for the right information, attention to details, taking notes, problem-solving, time management, and communication skills.

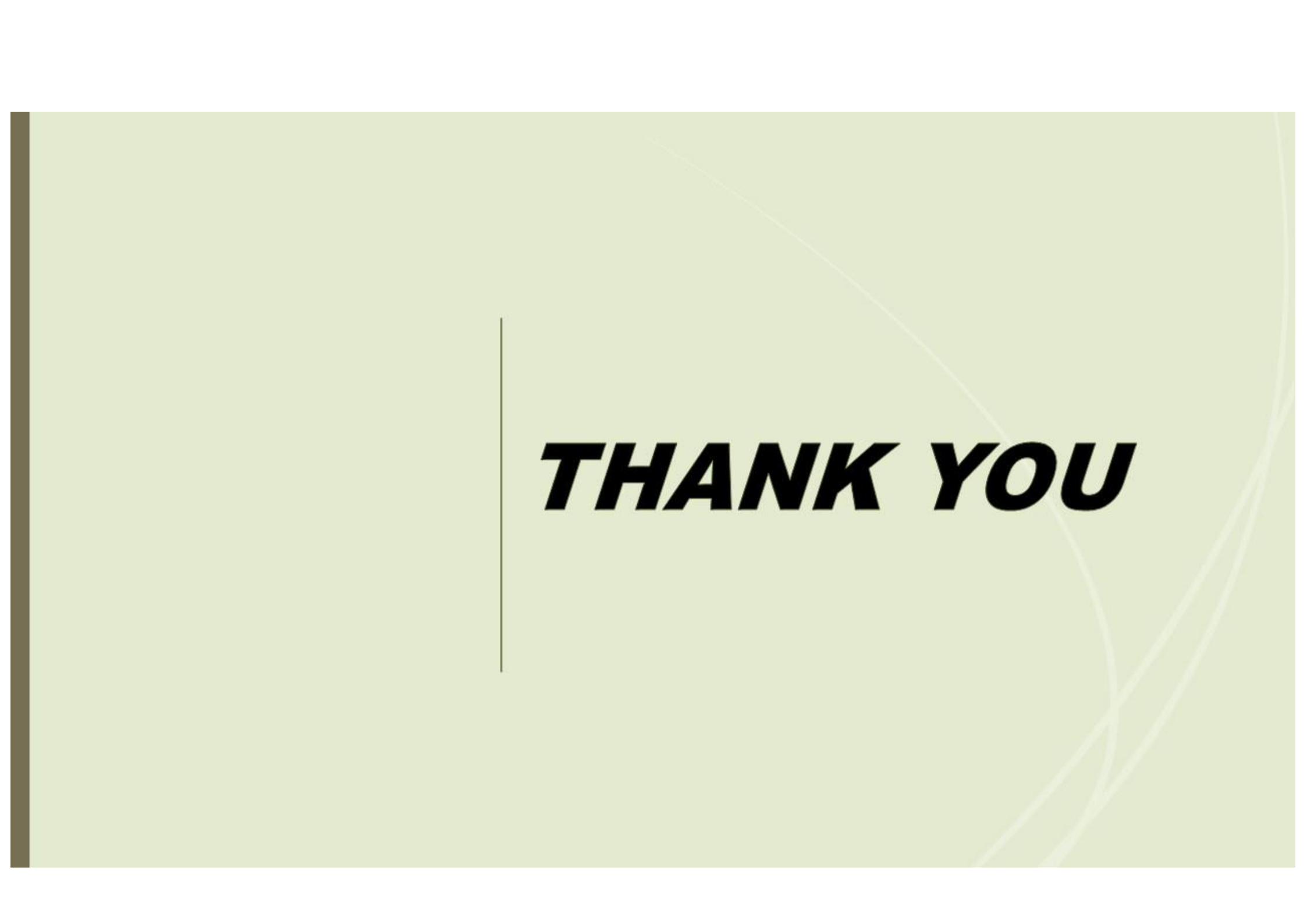
We have also learned what are *technology aspects*. The main aspects are goods and services, human activities that can develop the products and ability that allow to do technical activities.

From this module we learned how to store the information in the file, how to use and create the PowerPoint presentation, we found out what is a cloud storage and how to use online sources and social media.

On the other hand, we learned and improved our skills on how to work in a team. During the creation of this presentation we all were in touch, we communicated with each other by using the WhatsApp and Skype technology. These technologies helped us to negotiate with each other about the topic of our presentation. Through teamwork, we improved our communication, problem-solving skills, and get better with handle information. The digital environment also provides safety and confidentiality of the information that can be store online.

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THANK YOU

