

VIDEO TRANSCRIPT

## Feed My Furbaby case study

Feed My Furbaby is a tailored pet food subscription business. And what we're about is giving pet parents really easy access to really good nutritional food for their fur babies. And the way it works is you go to the website and you enter your pet's details. And then we set you up a tailored feeding plan and a delivery schedule so it gets delivered to your door. So you never run out and you never have to think about buying pet food again.

For us, we're in the business of feeding animals. So delivery is critically important. If that food doesn't get there on time, a dog goes hungry.

Pet food is one of those repeatable tasks where you constantly have to buy more of the same product, so it lends itself very well to subscription.

And really, the goal is to be able to have a box arriving on a customer's door just as they're about to run out of their previous box.

It was so important to our original development that order taking and order processing was as automated and as simple as possible. The API was a massive important part of it, and New Zealand Post was a huge help in terms of helping us integrate that into our systems.

And through the day as new orders come through, you know we process those orders out, click a couple buttons on the backend of our website, put the stickers on, courier collects them. Simple.

For us a good online shopping website is absolutely critical to our business, it's got to be really easy for people to use and a seamless checkout process, where people can just go through those steps easily.

Having the customer engaged in the purchase process is important these days, particularly with millennials, being in control of what they're buying and being really informed is important. And that customisation is really what sets us aside from other pet food companies and other ways of buying pet food.

I think the other thing for eCommerce businesses to remember is that you're still in the business of retailing. Your website is your shop front, so it's not enough to put it up and that'll do. We're constantly iterating what we're doing in our website and what we're developing based on the feedback we get for my customers.

I think it's really important to remember not to just be an online advertiser though. That direct human contact at events, to be able to have that one-on-one conversation is so critically important.