

Cybertill

pdsa
SAVING PETS CHANGING LIVES

Centenary Celebrations

& Securing the Future of
Charity Retail

TREATED

PET OWNERS
LIVE AN
EVER

2.7m
TREATMENTS
ANNUALLY

Would you be happy to help us keep 100,000 animals safe, just 2 pence would save all of them in 1 day.



a centenary
celebration

100 years of saving pets and changing lives is no mean feat and that's why PDSA have taken the lead in making a huge year of the celebrations to mark their centenary.

Founded on the vision of one incredibly strong and determined woman, Maria Dickin; PDSA was set up with few resources and precious little support, amid the poverty and chaos of World War One.

Back when they started as a charity that looked after pets of the poor, PDSA knew it was key to drive donations in new and innovative ways, to help them overcome the lack of Government funding; which is still void to this day.

Fast forward a century and PDSA have dedicated teams at 48 pet hospitals throughout the country, providing over 2 million veterinary treatments a year, bringing peace of mind to owners of much-loved pets.

Retrospective Retail

PDSA began their journey into retail during the 1960's, with a simple concept; donated goods would be sold over the counter and with the costs deducted, the rest was put back into veterinary and welfare services.

As early as the 1970's the charity chose to diversify, creating both charity shop formats, and separate gift shops selling new goods. A concept which was innovative in its day.

A century later, PDSA is the UK's leading pet wellbeing charity, with 48 pet hospitals, from Aberdeen to Plymouth, dedicated to helping the country's most vulnerable pets. It now has 131 charity shops, strategically based in and around those PDSA Pet Hospital locations, as well as an ecommerce platform and eBay store.

With the help of its partnership with **CharityStore**, PDSA has moved with the times and future proofed itself, thanks to the introduction of cloud technology.





Curating the Cloud

Darren Irwin, Head of Retail, Fulfilment, Ecommerce and Buying at PDSA said, using Cybertill's CharityStore solution has enabled them to capitalise on the potential of modern technology for income development and new product growth. Darren, said:

"We have seen periods of growth, contraction and stabilisation, as well as diversification and change throughout the time we have had a retail arm. PDSA has always been driven by innovation and this has often taken the form of product development, use of technology, new goods growth and changes in format.

"The Cloud offers us access to 'live' information anywhere including via our mobiles and tablets. It also allows us to react quickly to sales data, customer spending trends and seasonal changes. Moreover, it provides great insight into 'click and brick', ecommerce and social media reaction."

Customers Carpe Diem

There have not just been physical and technological changes to the world since PDSA's inception, but the way consumers approach charity shops have diversified.

In a constant effort by PDSA, ensuring their work remains as effective and relevant as possible, while their core values remain the same as day one - they are there to protect that most precious bond between owners and their beloved pets.

For Carroll Hutchings, Group Head of Marketing, for PDSA, it's about ensuring that the new dynamic customers are listened to and communicated with effectively to engage them at every touch point.

"We are moving into better digital and technology engagement with our customers. Traditionally, having an older supporter base, we have communicated through conventional methods.

However, with the aim of broadening our supporter base and recognising the greater uptake of technology among the over 50s, we are moving to utilise the opportunities modern technology offers for both older and younger audiences."

Those have included finely tuned digital and social campaigns helped by the use of cloud technology, says Carroll:

"Digital engagement is growing, and people want to give and respond instantly, specifically amongst younger audiences. Technology is allowing us to develop innovative ways of creating customer experiences and ease of purchase. It allows our different target audiences to engage with us in a way that suits them - offering a clear message and a call to action."





The Future

Engagement includes celebrating the past and present and the key event for their centenary is a world first; PetLife '18 - a unique festival for both music and pet-lovers to be held in Cheltenham during the early May 2018 Bank Holiday weekend.

PetLife will combine music and many pet attractions, aimed at both pet and music lovers, both young and old. Which will of course, present another experiential way to engage customers, drive support and close the all-important marketing loop to raise awareness of the good work PDSA do and the shops that help to support that work.

Not only do events and CRM strategies help charities engage, Carroll is also clear that the future really does lay with a multi-

faceted approach; but moreover, with the technological and digital growth in their strategic planning to improve and recognise the importance of pets in society. She added:

“As we grow new audiences, making sure we offer the right experiences that customers want is vital if we are to deliver the right messages. It is important people know and understand our brand, and all the amazing work PDSA does nationally. We have to show people what difference every donation and every purchase makes in saving a pet's life and changing people's lives.”

To find out more about PDSA's centenary year go to:

pdsa.org.uk/what-we-do/100-years-of-pdsa

Cybertill the preferred partner of choice

Cybertill provides complete retail management solutions for service-focused businesses. Its dedicated cloud platforms, **RetailStore** and **CharityStore** feature a real-time single view of stock, sales and customers across all customer touchpoints including branded retail shops, pop-ups, franchises, concessions, online and mobile.

Founded in 2001 by omnichannel retail pioneer, Ian Tomlinson, Cybertill pushes boundaries and works with customers to build solutions that suit their business needs. Cybertill serves over 700 businesses globally and helps process over 64 million transactions a year.

A market leader in Charity and Hospice retail, Cybertill's CharityStore platform is trusted by over a third of charity shops in the UK and Ireland. With a dedicated UK-based support team, and seamless modules for Gift Aid, Cybertill has helped UK charities maximise profits, automate processes, and raise over 25% more for their causes.





See how we can help **your charity**
increase revenue for your
good causes

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