The Pet Shoppe

Mist
AI is in the AIR™

Top Pet Retailer Boosts Customer Engagement

The Pet Shoppe is a top retail chain engaged in the sale of specialty animal products and services. The company wanted to refresh the wireless network in its stores to improve operational efficiency and deliver a more interactive experience to customers. After an exhaustive trial of Wireless LAN (WLAN) solutions, The Pet Shoppe eventually chose Mist for the following key differentiators.

Reliable, Scalable and Manageable Wi-Fi

The Pet Shoppe's previous Wi-Fi system was about ten years old and ready for an upgrade. They wanted something reliable and innovative. Other key requirements included support for Voice over Wi-Fi, seamless guest access, and reliable network connectivity for hand scanners and Wi-Fi printers.

After evaluating Aerohive, Aruba, Meraki, and Mist, The Pet Shoppe decided to do a hands-on evaluation of the Meraki and Mist solutions. Subsequent to the lab tests, each vendor was installed in five separate stores for a live trial.

The Mist Learning WLAN was ultimately chosen based on the following unique features:

• **Simple deployment.** The Pet Shoppe is able to use preconfigured templates with automated scripts to easily setup Mist APs. These configurations can be customized based on individual floor plans at each store, making roll-out easy across all 1500+ store locations.

• **Service Level expectations (SLEs)** measure the user experience. Only Mist lets The Pet Shoppe set, monitor, and enforce service levels for key metrics like Time to Connect, Throughput, and Roaming. This enables the company to ensure their Wi-Fi network is always delivering the best performance and reliability based on the actual experiences of customers and employees.

• **Automated troubleshooting** with event correlation and anomaly detection. The Pet Shoppe has a small team of people responsible for managing the Wi-Fi across all locations. Mist's automated event correlation makes life easier for them by eliminating manual tasks and easily identifying the root cause of problems quickly. This saves time and money, and ultimately results in a more reliable Wi-Fi service. In addition, the Mist system detects anomalies in real-time and performs trending analysis to identify potential issues with clients, applications, operating systems, and the network before they become real problems that impact the experience of The Pet Shoppe's employees and customers.
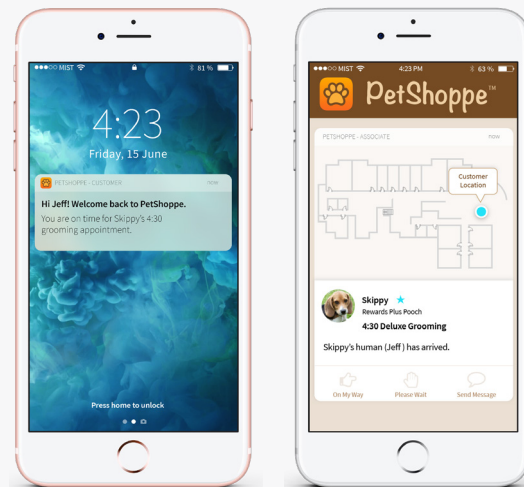
> " Since moving to Mist, we have deployed over 10,000 APs in over 1,500 stores and currently have zero open help desk tickets. Additionally, we are already seeing better customer engagement by integrating vBLE into our mobile app and expect this to translate into an increase in our revenue. **DIRECTOR OF IT, THE PET SHOPPE**

## Boosting Customer Experience with Mobile Engagement

In addition to Wi-Fi that is predictable, reliable and measurable, The Pet Shoppe had a second major objective with their wireless network – to optimize the shopping experience at their stores through personalized, location-based services. They wanted the ability to automatically send a greeting and check-in a customer for their grooming appointment when they walked into the store. And based on their prior purchases and shopping history, to be able to deliver a custom coupon in the mobile app to potentially boost revenue. In order to improve the customer in-store experience they also wanted to enhance the mobile application with turn-by-turn directions to find products or the nearest sales associate. In turn, the store associates should also receive the location of customers requesting help.

By virtualizing Bluetooth LE beacons and engaging state of the art machine learning, Mist delivers advanced indoor location services that are scalable, cost effective, and flexible enough to meet The Pet Shoppe's dynamic needs. Unique attributes of the solution include:

· **Accuracy and performance**. Mist APs have a patented dynamic 16-element Bluetooth Low Energy (LE) antenna array. Combined with machine learning in the Mist cloud, this eliminates the need for manual site calibration while delivering 1 to 3m location accuracy with sub-second latency.
· **Virtual beacons** for scalability. Patented virtual Bluetooth LE (vBLE) technology lets The Pet Shoppe deploy and move virtual beacons with the simple click of a mouse from the cloud management interface (or through API calls), eliminating the need to install additional costly and complex to manage battery-powered beacons.
· **Machine learning**. Mist continuously collects data in real-time from all mobile devices to ensure accurate location estimates without the need for manual calibration and ongoing site surveys.
· **100% programmable.** Mist offers a mobile SDK with open APIs for full automation and/or integration with complementary products.

Improving Store Efficiency with Location Analytics

The Mist solution provides The Pet Shoppe with detailed analytics to monitor visits and dwell times, with the ability to analyze zone traffic patterns and congestion points. This helps the company optimize staffing resources, ensure products are placed in the best locations to boost business and to maximize customer satisfaction by reducing friction for a seamless shopping experience.
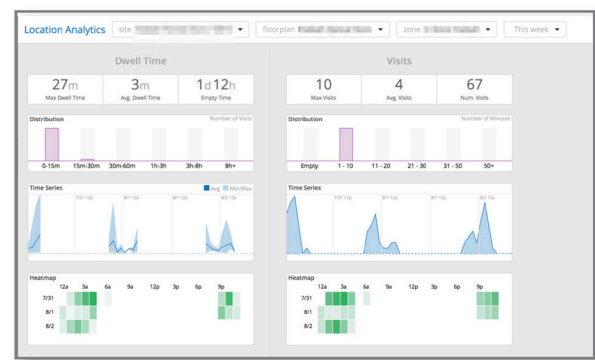
Mist Helps Retailers Boost Their Business

The Pet Shoppe, like similar retail chains, had a strategic need to upgrade Wi-Fi in stores and introduce new location-based services to enhance the customer experience via personalized engagement. After evaluating the top WLAN solutions, Mist was the clear answer. Mist's AI-driven operations make Wi-Fi predictable, reliable and measurable. Mist's patented virtual BLE technology makes location services easy to deploy and scale, with unprecedented insight into traffic patterns to improve product placement. The combination of the two makes Mist the perfect wireless platform for retail.

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