

Customer Success Stories

How Jollyes runs the PETCLUB loyalty program for over 1.4 million members?

% voucherify

Jollyes





Jollyes
The Pet People

Industry: Pet retail

Size: 1001-5000 employees

Location: UK

Customer since: 2022

Overview

Jollyes is a leading British pet retailer, well-known for its extensive range of pet products and services. Established in **1971** in Enfield, Jollyes has expanded to over **100 stores** across the UK and Ireland by 2023. They offer a wide variety of products, including **pet food, accessories, toys,** and **health items** for pets like dogs, cats, small animals, birds, and reptiles.

To enhance customer engagement and loyalty, Jollyes focuses on providing high-quality, competitively priced products and exceptional service. In November 2014, they launched their website, **jollyes.co.uk**, which allows customers to order pet food and accessories for home delivery or choose the convenient click-and-collect service.

By continuously expanding both their physical stores and online presence, Jollyes aims to meet the evolving needs of pet owners, ensuring a strong and loyal customer base.

Key challenges

In the highly competitive **pet retail market**, businesses face significant challenges in maintaining customer loyalty. With a plethora of options ranging from big-box stores and online giants to local pet shops, customers can **easily switch brands** in search of better deals or services. Meeting changing customer expectations, such as the **demand for personalized experiences** and **instant gratification**, further complicates loyalty efforts.

To navigate these challenges and increase ROI, pet retailers must focus on enhancing customer engagement

through **personalized marketing strategies**, such as **loyalty programs**, and superior customer service. Implementing the right tech infrastructure is crucial, enabling businesses to reward customer behavior instantly and efficiently.

Considering these challenges, Jollyes embarked on a mission to **find a dedicated promotion and loyalty provider**. Their goal was to drive higher transaction values and repeat purchases, build stronger customer relationships, and ultimately achieve sustained growth.

JOLLYES NEEDED A SOLUTION THAT WOULD:

1

Easily integrate with Jollyes' existing and future systems as a composable promotions and loyalty provider.

2

Migrate the previous loyalty program to a new platform, introducing new loyalty features to generate higher member engagement while optimizing ROI.

3

Develop new loyalty and promotion features cost-effectively without causing disruptions to the existing architecture.

Why Voucherify?

Before partnering with Voucherify, Jollyes already had a rewards program in place. However, the program was **severely lacking in personalization** and flexibility. Members earned points towards **generic, pre-set vouchers**, limiting engagement. Furthermore, the program was tethered to their **ERP system**, making customization and innovation a costly struggle.

The sunset of their monolithic ERP system was a wake-up call for Jollyes. They turned to a **MACH architecture**, a strategic shift that empowered them to build a stack of best-of-breed solutions. This modular approach gives them the freedom to swap individual components within their tech stack, ensuring a perfect fit for each function and future-proof flexibility.

As a MACH-certified, headless promotion engine, **Voucherify** proved to be the most suitable choice for Jollyes, as it **provided all the necessary features for Jollyes' bespoke loyalty program**:



Adaptable tech stack: Voucherify operates independently from other modules and easily integrates with other API-first technologies, such as Segment CDP, setting up the foundation for Jollyes' personalized offer system.



Loyalty program personalization: With Voucherify, Jollyes created a tiered loyalty program featuring personalized deals and special vouchers. These vouchers are triggered by special events, leveraging the capabilities of Segment.



Omnichannel engagement: Jollyes' loyalty program, managed by Voucherify, supports their extensive online and offline presence, ensuring it works effectively across all channels.

Iterative integration and secure migration

Instead of a risky "big bang" approach, Jollyes adopted a **step-by-step implementation of composable tools**. This allowed them to experience the benefits early on and tackle challenges on a smaller scale, without compromising the customer experience.

Flexibility, affordability, and speed to market were all crucial for Jollyes when choosing a new loyalty partner. But what sealed the deal was Voucherify's ability to **personalize promotions and incentives** – Jollyes could now craft engaging experiences that resonated with pet owners.

I can't think of another company we work with whose product aligns so perfectly with our needs, and integration has been incredibly smooth. The support team has been fantastic to collaborate with. A big pat on the back to Voucherify for their exceptional work.

Voucherify's **exceptional customer support** and **migration services** also ensured a seamless transfer of all loyalty data of **over 1.4 million members**, protecting customer experience throughout the process with no disruptions.

Your support throughout the entire onboarding process, post-sale, and implementation has been truly exceptional – worthy of a 5-star rating. I haven't yet come across a SaaS provider with the quality and timeliness of your support. The questions were answered quickly, and we always talked with someone knowledgeable.



Shane Burrows

Head of Data and Technology

How does the omnichannel PETCLUB loyalty program work?

With Voucherify, Jollyes has developed a **tiered omnichannel loyalty program** that offers personalized incentives to members.

The program is point-based – customers earn points for every pound spent and automatically earn a £2 voucher every time they earn 1000 points.

Any points that are not automatically converted to reward vouchers expire in 12 months. The PetCLUB loyalty program has **three tiers: red, silver, and gold**.

The number of points awarded per £1 spent varies – with Red members getting 10, Silver members getting 12, and the Gold tier getting 15 points.

Welcome to PETCLUB from Jollyes - The Pet People

How it works

All you pet parents take the best care of your fur, fin and feather babies – so you deserve to be rewarded! That's why we created PETCLUB. Every time you shop, groom or share, you'll earn PetPoints that add up to give some perks. And it doesn't matter whether you're the parent of a great dane or a dwarf hamster – there's plenty of points up for grabs.



Earn points

Whenever you shop, or book a groom or clinic visit



Exclusive offers

PETCLUB-only prices and personalised deals for you and your pet



Earn vouchers

Automatically earn a £2 voucher every time you earn 1000 points



Your account

Keep track of your points total and access your deals



Unlock more

Progress through 3 club levels for extra PETCLUB perks



Points for each £1 spent

10

12

15

15% off first food shop

YES

YES

YES

Personalised offers

YES

YES

YES

Exclusive PETCLUB offers

YES

YES

YES

Delivery & Price Match promise

YES

YES

YES

Grooming & Clinic booking bonus

2 x points

3 x points

5 x points

Free nail clips per year

-

-

2

Free online deliveries per year

-

1

2

Red
CLUB

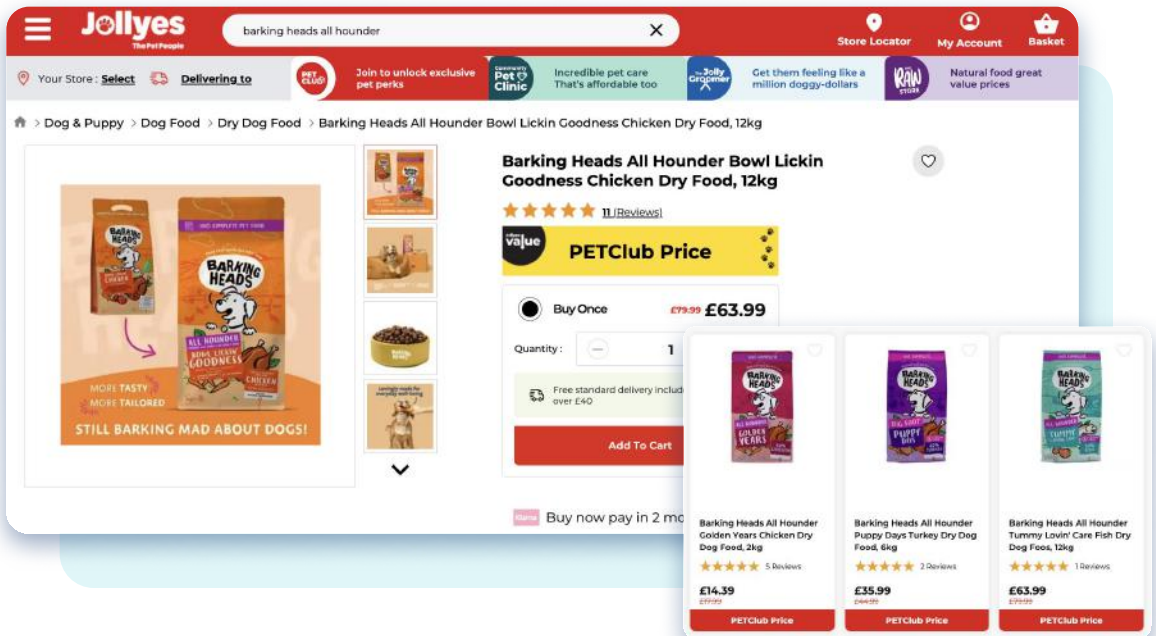
2000
points

Silver
CLUB

4000
points

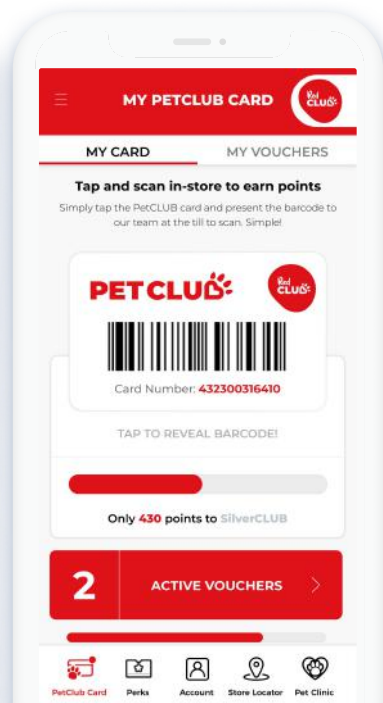
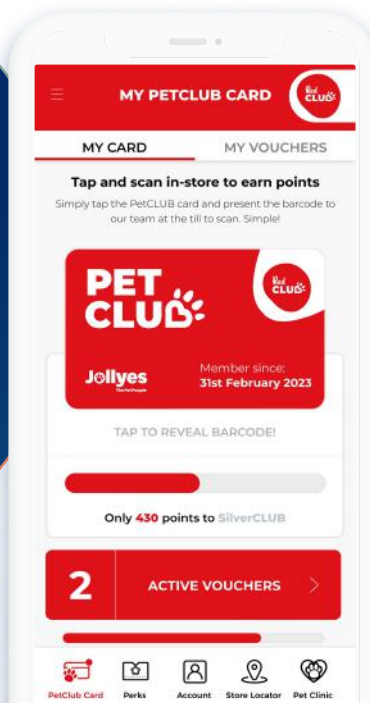
Gold
CLUB

Once members move into higher tiers, they are awarded **special bonuses**, including free delivery or free nail clippings. Another added membership benefit is member-only deals and prices.



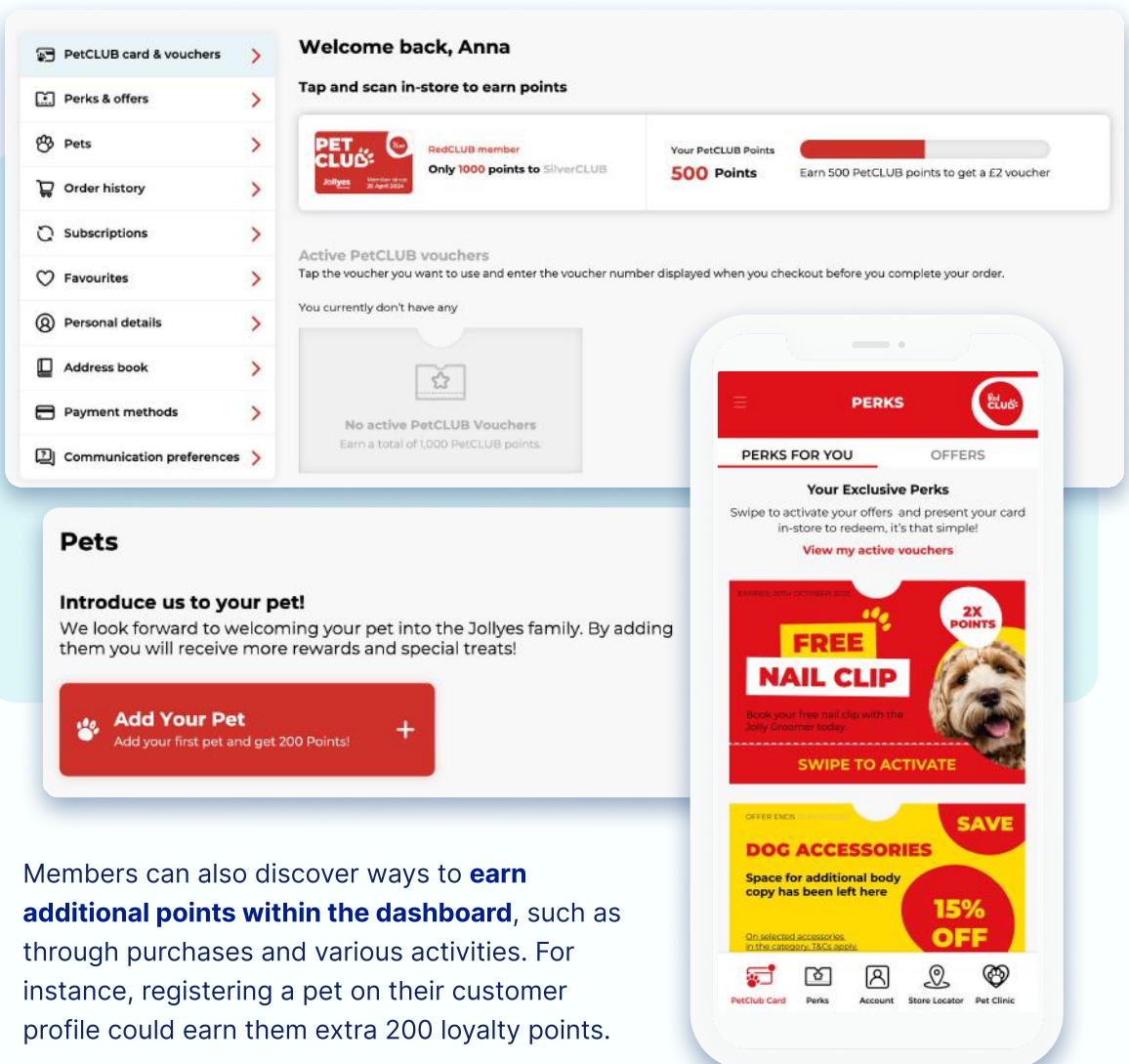
Some products and categories offer a **higher loyalty point value** per pound spent, incentivizing specific purchases.

Customers can earn points in **any Jollies physical store or online**. They can scan their loyalty card and use incentives both in-store and online.



Loyalty wallet for added convenience

Jollyes provides members with a convenient **customer wallet** featuring their point balance, a progress bar indicating the points needed to reach the next tier, available perks, vouchers, and more.

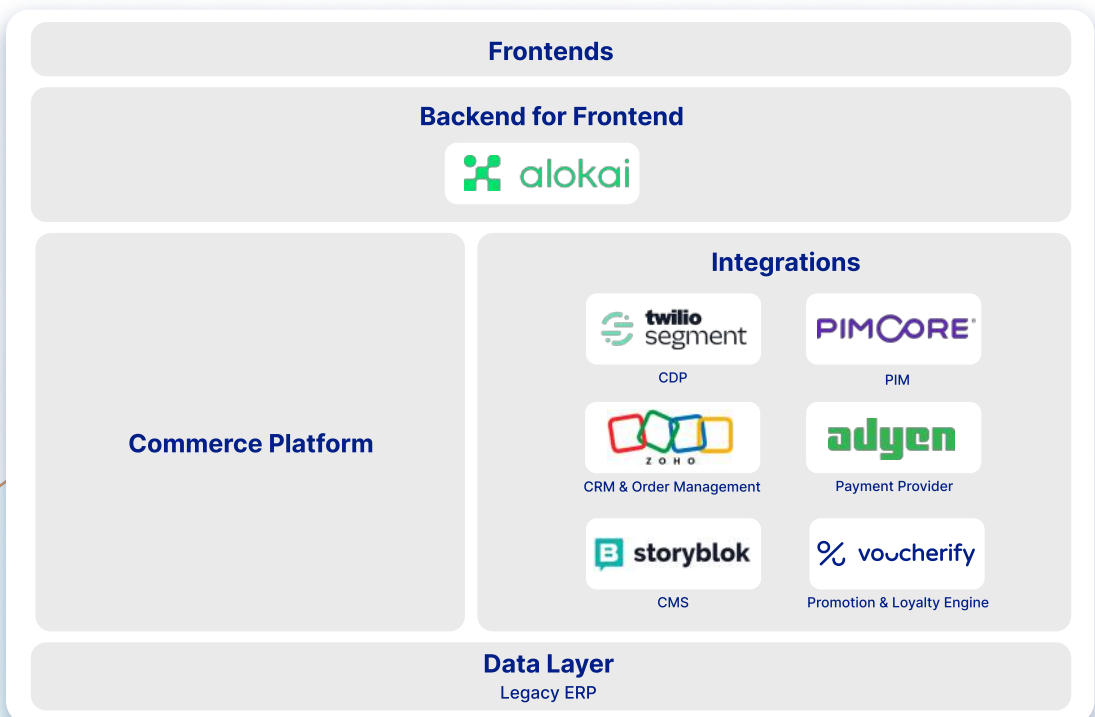


Members can also discover ways to **earn additional points within the dashboard**, such as through purchases and various activities. For instance, registering a pet on their customer profile could earn them extra 200 loyalty points.

Flexibility and adaptability guaranteed by MACH

Jollyes deliberately opted for composable technology, moving away from monolithic systems to enhance **efficiency** and **cost-effectiveness**. The selection and migration process for the composable stack was swift and iterative, resulting in the following technology stack:

- ✓ Zoho as a CRM and order management system
- ✓ Segment as a CDP platform
- ✓ Voucherify as a Promotion and Loyalty Engine
- ✓ Adyen as a payment provider
- ✓ Storyblok as a CMS
- ✓ Pimcore as a PIM system
- ✓ Alokai (Vue Storefront) as a BFF solution



Jollyes' current MACH stack delivers not only **significant cost savings** but also unmatched **flexibility** and **customization**. This empowers Jollyes to control their destiny, avoiding vendor lock-in and the limitations of monolithic systems. They can now adapt and scale their technology infrastructure as their business needs evolve.

Before MACH, managing customer experience was a complex and error-prone process, involving multiple siloed systems. MACH brought everything together, allowing for centralized campaign management. This not only reduced errors but also accelerated campaign implementation, freeing up valuable time and resources.

Voucherify and Segment as the basis of 1:1 personalization at scale

Another reason why Voucherify was the ideal promotion and loyalty provider for Jollyes was the ready-made integration with **Segment CDP**.

The integration between **Voucherify** and **Segment** forms the foundation of Jollyes' **highly personalized loyalty program**.

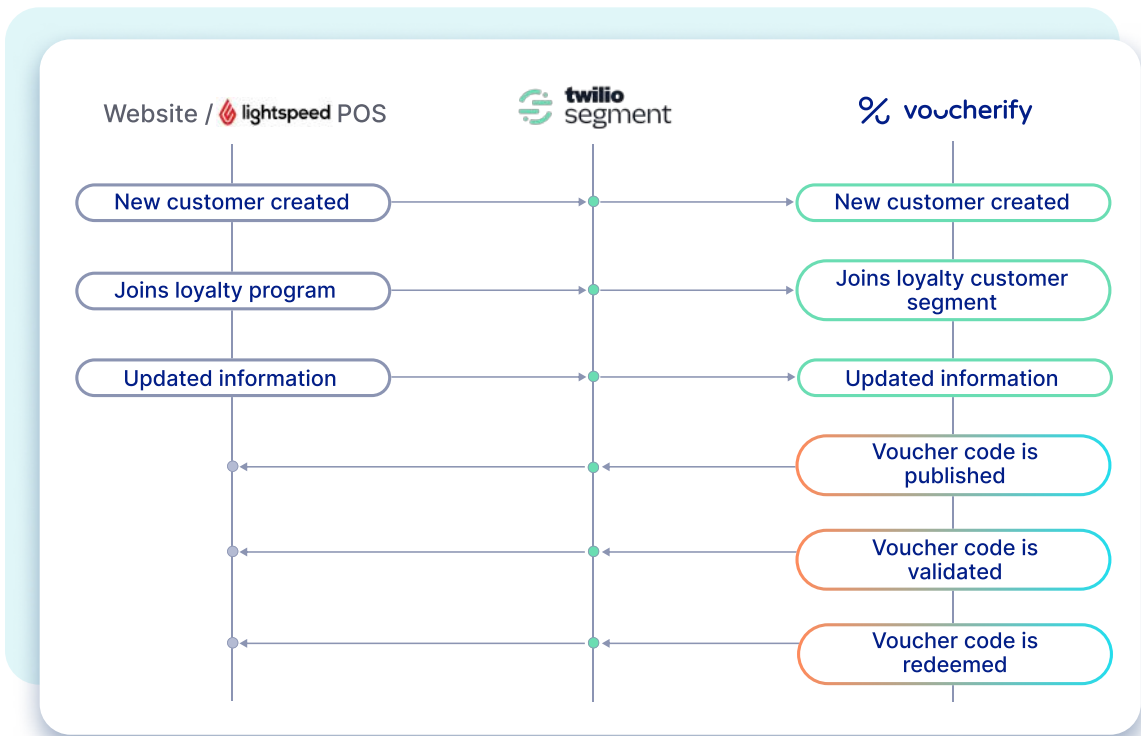
Segment CDP hosts and passes all relevant data to and from Voucherify to trigger and control loyalty events such as making orders, adding points, and redeeming reward vouchers.

It is also the basis for **POS integration** – ensuring that customer data is 1:1 across channels and devices.

“From Voucherify's perspective, the integration process was incredibly smooth. Your decision to partner with Segment and recognize its value made our job effortless. It was a significant win for us in launching the program.”

Shane Burrows
Head of Data and Technology



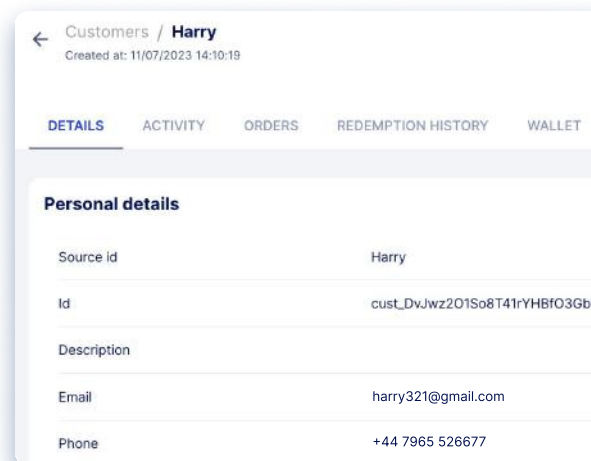


Effective data management

Despite a substantial loyalty customer base of over 1.4 million members, Jollyes' loyalty program is efficiently managed by just **three individuals** responsible for the technical aspects of promotions.

Besides loyalty information, Voucherify stores customer emails, phone numbers, and names, while the CRM (Zoho) serves as a centralized hub for customer data.

Updates from Segment are directed to the CRM, where the customer service team can seamlessly manage the data.



Results

320,000

customers joining Jollyes' PetCLUB loyalty program in the last 12 months

1.4 million

happy members of the PetCLUB program

Almost **320,000 customers** joined Jollyes' PetCLUB loyalty program in the last 12 months, creating a loyalty customer base of **1.4 million consumers** across the UK.

Looking ahead, Jollyes plans to introduce **a referral program** and enable donations to charity using loyalty points. Additionally, there are plans to introduce a Qualification API into the POS system to offer smart discount suggestions to customers in-store.

The ultimate goal is for Voucherify to handle all promotions, including standalone offers like free delivery weekends.



Switch to an API-first Promotion Engine

Contact sales for a personalized demo or **sign up for a free trial** and give Voucherify a try.

You have 30 days to test your unique ideas for promotions and feel the power of a new cross-channel experience created with incentives.

You can also prolong the trial during the integration or go for the free plan when your platform usage is low.

Order now

REF. 4221/046

AIRE Armchair

\$150.00

Total products: \$250

Points earned: **125**

Good news!

You reached **301 loyalty points** and unlocked a **\$20 gift card** reward!