



# Premier Pet Supply Sees Pawsitive Gains in Delivery Following OneRail Partnership

- **Michigan-based company needed a dependable scalable solution to same-day shipping**
- **Sought the same attention to detail in every customer interaction as in the family-owned store**

Premier Pet Supply, a 30-year-old brand with a passion for top-quality pet products and services, has an established presence in Michigan. However, the age of e-commerce and local deliveries presented a unique challenge. How could this in-demand pet brand continue to serve customers without devoting countless resources to finding, training and managing staff for local deliveries?

With 61% of today's customers counting on same-day delivery, according to an Invesp survey, Premier Pet Supply knew it needed an alternative. It found that solution in partnering with OneRail and its unique app for tapping the power of the gig economy — without sacrificing the scale and size of its for-delivery inventory.



Same day delivery



Premier  
Pet Supply



## By Not Optimizing Resources, Premier Pet Supply Missed a Tail-Wagging Good Time In-Store

### The Business Challenge

Like any business engaged in e-commerce, Premier Pet Supply struggled to keep pace with mounting e-commerce orders. In a niche industry like pet services and supplies, staying ahead of the competition means offering faster delivery than your competitors and building a world-class, personalized experience.

For the team at Premier Pet Supply, this culminated in:


- **Using personal vehicles to transport deliveries from brick-and-mortar stores to make deliveries.**
- **Assuming the liability and risk for using the in-house team's personal vehicles.**
- **Trouble tracking the real-time location of in-transit deliveries.**
- **Loss of in-store interactions and engagement with customers.**
- **Inability to track true costs of deliveries and lack of insight into profitability.**

According to Mike Palmer, the current owner of Premier Pet Supply and nephew to the brand founder, Ray Hesano, "We had to run the store every day, and our team partners were passionate about our customers. But we lost part of that passion when we'd be working an additional two or three hours per day to make deliveries."

“ Across four team members making deliveries, we racked up 280,000 miles on our vehicles over the span of two years, and we needed an alternative.”

MIKE PALMER





## With OneRail, Premier Pet Supply Can Focus on Pets, Not Logistics Management

**“Yes, we considered the options. Rather than limiting ourselves to some gig economy services, we knew that we wanted a massively scalable and invest-conscious solution, which we found in OneRail.”**

MIKE PALMER



## The Solution



With nine current locations and more on the way, Premier Pet Supply didn't have much time to make a choice. However, the solution quickly became evident as Mike assessed other delivery options.

OneRail is a platform that mirrors the values of Premier Pet Supply. Premier Pet Supply is a cohesive customer experience, and OneRail achieves the same goal.

Premier Pet Supply needed a way to maintain the safety of deliveries, some of which included fresh or frozen pet foods and treats. The brand wanted to ensure it could handle those deliveries around the clock.

OneRail also had a seamless implementation process, connecting to Premier Pet Supply's existing systems to carry information from the POS to the delivery driver network.





## Premier Pet Supply Realized Meaningful Cost Reductions

Palmer noted, "Following implementation, we were able to get back to our company's mission. We were able to rest assured that deliveries would happen to the same level of consistency and quality we'd built over the past two years."

**"We know that when OneRail drivers deliver a package, they're taking the same care as we would, and, being that those drivers are taking our product to homes, they become an extension of our team. That extension has allowed us to be ready for future expansion without the worries of losing control over operations."**

### The Results



OneRail's unified approach eliminated the hassle of extensive coding and ongoing maintenance of building an in-house system for connecting to couriers.

By eliminating the need for in-house deliveries, team partners could be back on the floor, managing the business itself and interacting with our customer base and their two-legged human owners.



**NO EXTENSIVE CODING**  
**NO IN-HOUSE DELIVERIES**  
**NO LOSS OF QUALITY CX**







# PREMIER PET SUPPLY

## Summary

All business owners find themselves at a cross-roads — what to manage in-house and when to outsource. Outsourcing isn't the scary tale of working overseas or losing autonomy over end-user experiences — not when done right. Premier Pet Supply's experience proves that is the case for brands that choose OneRail to get their deliveries out and still provide the same personalized attention-to-detail experience as when the business owner was making that last mile delivery.

After implementing OneRail's app and system, Premier Pet Supply has been able to reap significant benefits that enhance their business offerings, so they can keep their brand promise, in-store and out.

### 50%

Expansion into  
Larger Delivery  
Zones

### \$60K

Direct Annual  
Labor Cost  
Savings Deriving  
from Workers  
Returning to the  
Actual Store

### 10%

More Deliveries  
Due to a Widely  
Scalable Delivery  
Network

### \$10K

Annual Cost Savings  
from Wear-and-Tear  
on Company-Owned  
or Partner-Owned  
Vehicles.



### About OneRail

Headquartered in Orlando, Florida, OneRail is pioneering the rapid scale of last mile delivery for shippers, improving dependability, speed and service levels while lowering costs. By aggregating a competitively priced and proven delivery network that uses the right vehicle for the right delivery, shippers gain low prices and greater capacity so they can grow their business and delight customers with an exceptional last mile delivery experience. OneRail helps global enterprises across retail, CPG, distribution, construction and health care optimize their last mile delivery operations, while keeping their brand front and center. To learn more about OneRail, [visit OneRail.com](https://onerail.com).