



# Affectionately Yours Online and In Stores

## Mondou's successful omni-channel transformation powered by Orchestra Commerce Cloud



Mondou is a Canadian leader in the distribution of products, services and accessories for the health and well-being of pets of all kinds. They have a major distribution center and more than 60 stores across the province of Quebec and is the brand of choice for over 300,000 customers every month, with a Rewards Program including 360,000 members. Mondou currently employs over 500 experts who provide advice and pet services to customers.

Mondou partnered with Orchestra because of their proven expertise in defining and implementing an omni-channel commerce strategy designed to attract and retain customers, while delivering a unique experience for both online and in-store offerings. The model developed along with Mondou provides them the agility required to deploy order entry and shipping scenarios, both online and in-store.

### ADAPT

Upon launching their ecommerce strategy, Mondou already has everything it needs to implement multi-channel order scenarios.

### PERFORM

The foundation that has been built enables Mondou to rapidly expand its area of operations by providing its catalog at the national level.

### INNOVATE

With the Orchestra Commerce Cloud platform, Mondou can easily deploy new business models to extend its market reach.

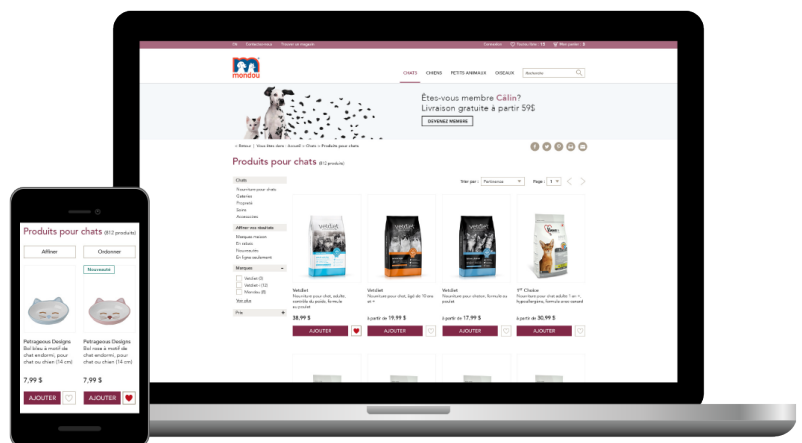
## THE SITUATION

One of the greatest challenges facing Mondou over the past few years is the competition coming from large online players like Amazon, who also offer pet products. Customers especially appreciate the user-friendly online shopping experience and delivery of heavy goods to their doorstep, such as pet food and cat litter.

Since this was the company's initiation into the omni-channel commerce domain, change management was a critical component across the organization and its 60 stores. Mondou was looking for a partner to provide proven expertise, modern and innovative technology, as well as consulting services. Consequently, Orchestra was engaged to define a strategy focusing on the brand's major strengths, i.e. its specialized services, advice and rewards program.

*"We were looking for a partner with deep commerce expertise and the modern technology to support our digital transformation, so we could start generating online sales as soon as possible. Orchestra was the perfect fit to help us better serve our customers across touchpoints, with Orchestra Commerce Cloud as the foundation of our omni-channel solution. We are now in an excellent position to continue to innovate with our in-store and online offerings."*

Dominic Allard, Manager Information Systems, Mondou



## THE SOLUTION

The Orckestra Commerce Cloud platform was an obvious choice in the move to omni-channel commerce and in providing an experience that lives up to the expectations of customers loyal to the brand and who are accustomed to outstanding service in-store. With Orckestra Commerce Cloud, Mondou can effectively connect to its ERP, and provide its product offering, promotions and access to its online inventory.

### OMNI-CHANNEL ORDER MANAGEMENT

With the native Order Management module and its configurable workflows, Mondou can track orders over the Web at every stage of the process – from carts and online payments through to fulfillment and shipping. In addition, customers can now view their order history and use of the rewards program for Web and in-store orders.

### STARTER SITE

The Starter Site included with Orckestra Commerce Cloud enabled Mondou to expand into the online market very quickly with a responsive, transactional website, as well as blog and advice sections to promote the expertise that is highly sought after by its customers.

### REWARDS PROGRAM

The C  lin program was integrated into the platform in order to allow customers to activate a rewards card online or to request a virtual card. When visiting stores, customers can easily continue to collect points by showing their smartphone at the cash at the time of purchase. During the online purchase process, members can also view their transaction history and track their C  lin point balance.

## THE RESULTS

In a business where online competition is fierce, it's critical to get online very rapidly. By choosing Orckestra, Mondou benefits from the expertise of a partner of choice and from an agile platform that enables the company to quickly respond to market changes. The platform is based on a solid commerce foundation, designed to deliver experiences across touchpoints, optimized for global markets and multiple languages, with a renewed online and in-store customer experience. Mondou has everything it needs to continue to innovate and enhance the omni-channel experience, consolidate its leadership position in Quebec and rapidly expand into new markets.



Orckestra is a leading provider of modern commerce solutions, offering a single commerce platform to create and manage the most engaging shopping experiences across the web, mobile and in-store. Built on the Microsoft Azure open cloud, our Commerce Orchestration™ Platform establishes a unique central commerce layer that unifies all retail systems and customer touchpoints, and helps enterprise organizations grow their business successfully in the global marketplace. We fuel digital innovation for leading retailers, grocers and branded manufacturers, enabling them to deliver differentiated commerce experiences faster with lower IT burden and operating costs, and maximum revenue growth.