

Turning Feedback into Loyalty

How PetSmart Elevates the Pet Parent Experience

The Challenge

Pet parents don't just shop — they seek joyful, meaningful moments with their pets. As the trusted partner in every pet parent's journey, PetSmart recognized the need to go beyond products and services to truly understand what drives joy and loyalty. To remain the favorite pet retailer, we had to deepen our commitment to listening — and responding.

The Solution

Guided by their Customer First value and rooted in their mission to help everyone experience more joy with pets, PetSmart partnered with [Medallia](#) to bring customer insights to the center of every decision. They built an omnichannel dashboard that unifies feedback from in-store, digital, and service touchpoints — enabling team members to identify gaps and bridges throughout their entire ecosystem. With SKU-level insights and real-time data across adoption, grooming, and loyalty programs, they acted where it mattered most.

Real-World Impact

- **Adoption Program Wins:** Feedback from adoption kit users revealed key satisfaction drivers, leading to optimized kits and tailored follow-up — creating stronger emotional bonds.
- **Grooming Service Improvements:** Direct feedback informed stylist training, scheduling efficiencies, and facility upgrades — enhancing the experience and boosting customer satisfaction.
- **Loyalty that Lasts:** Real-time insights showed which perks and offers truly resonated, enabling their loyalty team to refine the program and increase retention.
- **Ecosystem-Wide Awareness:** Their omnichannel dashboard helps them spot friction points, replicate wins, and create a more connected, seamless customer experience across every PetSmart interaction.



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At PetSmart, every customer voice helps shape a better experience — and happier pets.

The Big Takeaway

At PetSmart, listening isn't just part of the process — it's part of who they are. By translating feedback into action and aligning every touchpoint through a unified view, PetSmart is delivering smarter, more joyful experiences. They're building trust, growing loyalty, and creating moments that matter — because every pet parent deserves to be seen, heard, and supported.