

OSF | DIGITAL

Natures
Menu

RAW MADE CONVENIENT

USING SUBSCRIPTIONS & CUSTOMER 360 TO FUTURE-PROOF BUSINESS GROWTH

OSF Digital – Natures Menu (Affinity Petcare)

ABOUT NATURES MENU

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Founded in 1963, Affinity Petcare is the leading cat and dog food product manufacturer in Spain, fifth in Europe, and sixth in the world. Affinity Petcare owns a wide variety of brands that serve over 20 countries worldwide. The company distributes their products through supermarkets, hypermarkets, veterinary clinics, and online.

In 2022, Affinity Petcare set out to grow the online sales of their brand Natures Menu, the UK's leader in raw pet food with a 40-year-long history. With a mission to bring the most natural and nutritious food to pets and with respectable growth through the previous years, Natures Menu needed a matching online presence to further expand the direct-to-consumer side of their business.



NATURES MENU GOALS & EXPECTATIONS

Affinity Petcare needed to expand their Salesforce footprint to the newly acquired brand, Natures Menu

Affinity Petcare relied on a Salesforce multi-cloud solution with Commerce, Marketing, and Service Clouds. They wanted to expand their ecommerce for Natures Menu new website with a B2C implementation.



Be ready for business expansion

Ensure they won't lose their database and enhance the communication between commerce, service, and marketing.

Personalize shopping experiences

Gain a centralized, unified view of data, especially the subscriber base, to optimize management for improved customer support.

Have everything on one platform

Achieve a smooth Salesforce ecosystem to increase sales performance and customer satisfaction.

Evolve the brand for customer retention

Favor subscription functionality to align with their B2C acceleration business plan for increased lifetime value.

Open the brand to a new audience

Create customized Meal Plan functionality, tailored to new-to-raw pet owners to attract a wider market segment.

NATURES MENU'S CHALLENGES

As they integrate into Affinity's organizational structure, Natures Menu wanted to personalize customer journeys

To have reliable, future-proofed ecommerce and grow subscribers, the group needed replatforming and seamless integration with the complete fulfillment process to support their new Meal Plans functionality.



Legacy solution didn't support the ambitious growth plan

The existing platform wasn't scalable and flexible enough to support the Meal Plans campaign to bring new customers to the frozen, raw food category.

Natures Menu key differentiator couldn't be enriched

The custom raw menus campaign required a robust platform to sustain deeply personalized offers and seamless integration with the other systems.

Needed to rebuild ecommerce and integrate with Affinity's system

Their tech partner didn't collaborate well, with delayed responses for new changes and implementations.

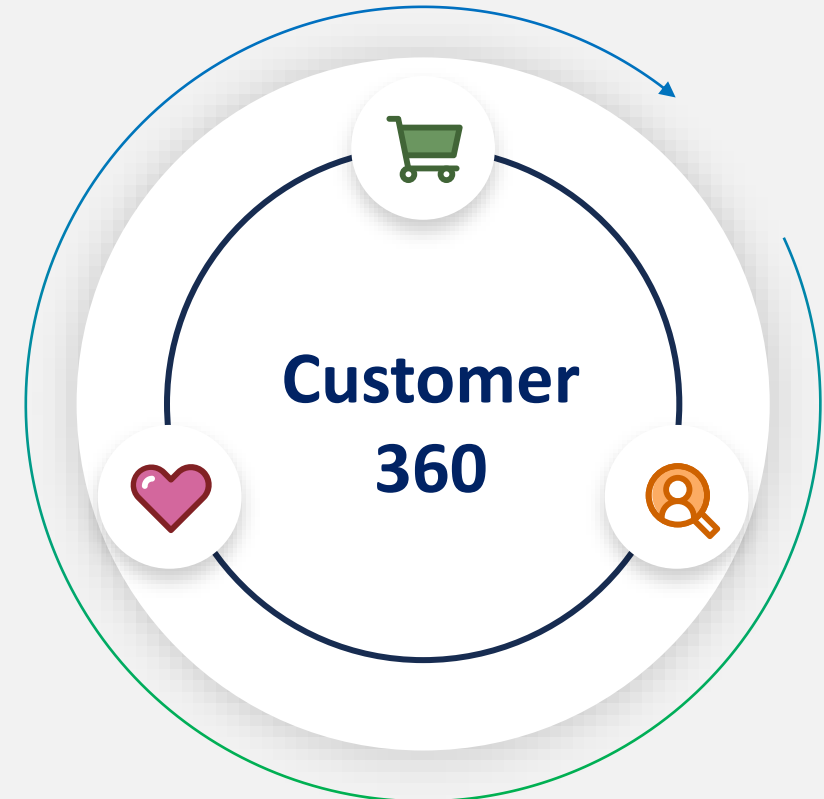
OSF'S SOLUTION

Supported Natures Menu with a multi-cloud project focused on subscriptions and customer retention

OSF Digital migrated Natures Menu ecommerce from the group's custom solution to Salesforce Commerce Cloud.

Enhanced and customized their Service org and Marketing Cloud.

Updated the existing B2C-Service, B2C-Marketing, and Service-Marketing connectors, adjusting them for the B2C implementation.



OSF'S SOLUTION

OSF Digital built an improved UX to complete the user-friendly design

We replicated the Affinity Petcare website, customizing it for Natures Menu's needs through Salesforce Commerce Cloud functionalities.



- ✓ We ensured the accuracy and integrity of the entered data, minimizing the risk of mixing customer orders, payment tokens, or subscriptions.
- ✓ We removed old products and data that wasn't provided by partners in the legacy system.
- ✓ We created a smooth operational flow and customer journey, respecting the brand's complex logic about shipping frozen food that required special delivery.
 - [One website](#), one country, one language, one currency, 4 pricelists (home delivery, vet nurses, puppy schoolteachers, staff).
 - One catalog, one stock.
 - Meal Plans functionality.
 - Subscription management functionality.
 - AI-powered searches.
 - Access to historical orders.

OSF handled the seamless data migration as the brand transitioned from the legacy site to the new B2C website:

10,000
subscriptions

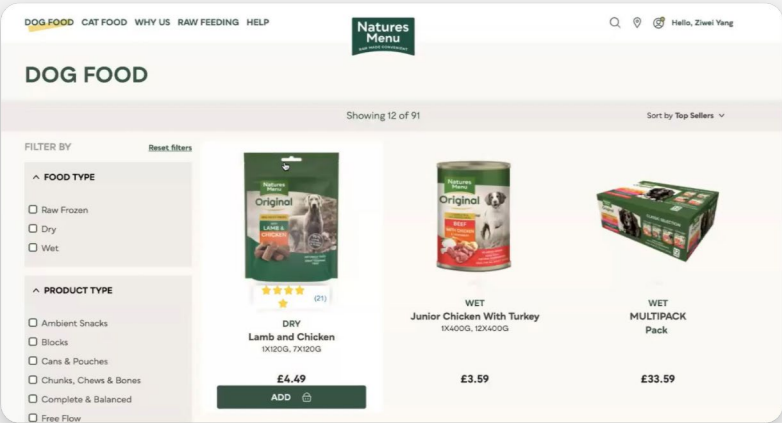
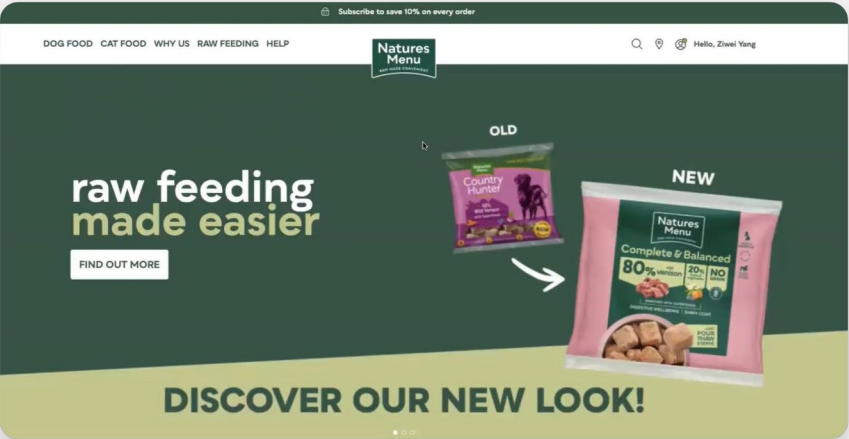
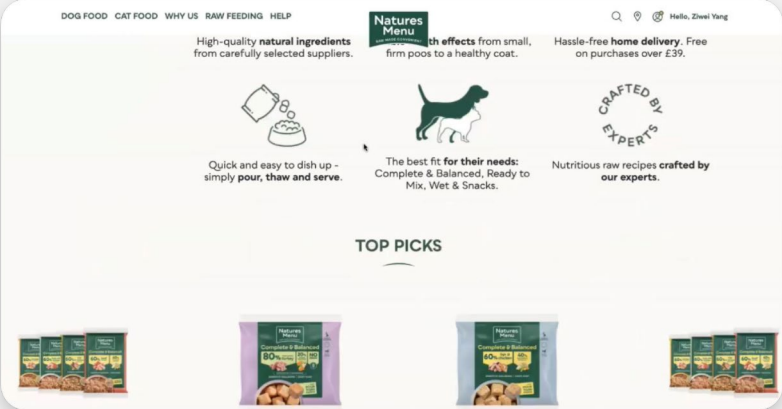
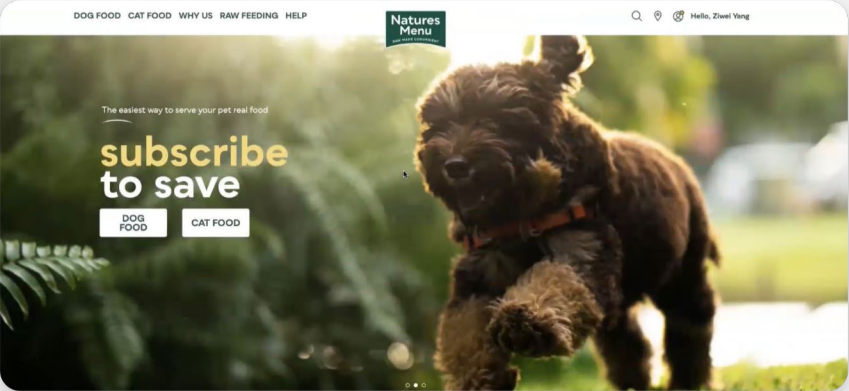
284,195
orders

164,017
customers
(users + passwords)

OSF'S SOLUTION

Delivered easy-to-update dynamic content for Natures Menu internal teams.

The homepage and listing page include customizable components such as banners, carousels, and easy-to-upload products.



OSF'S SOLUTION

Driving retention by creating a better connection with customers

The brand's customers are both the pet owners and all the pets they enlist in the platform, requiring Natures Menu to deliver multiple individual recommendations.



Enabled **Einstein for Salesforce Commerce Cloud** to gather data as the customer navigates or finishes an order. Natures Menu can deliver personalized recommendations and tailored content based on campaigns, customer groups, or navigation.



Deployed OSF's **Smart Order Refill Cartridge**—a key part of the project—to support subscription revenue increase, expanding on Salesforce Commerce Cloud capabilities:

- As customers engage in creating a meal plan, they fill out a form with information about their pets (owners can link multiple pets).
- Based on the data, nutritional information, and selected diet, Natures Menu can suggest products and feeding quantities.



OSF'S SOLUTION

Achieving Customer 360 with a connected, all-eyes-on-data approach

We expanded Affinity Petcare's Service org, linking Commerce and Service, and tailoring the connector between the clouds.



With both pets and owners as customers, we implemented Service Cloud to include and identify standard accounts and their linked accounts:

- Deployed Web to Case and Custom Free Chat.
- Enabled the catalog to load Service Cloud.
- Deployed Order on Behalf functionality, with the Service team being able to fully support customers.
- Created a custom contact form.

Created a new flow, mimicking loyalty program management, including shipping rewards and reward points management:

- For every order, a record related to the pet is created, and loyalty points are triggered automatically based on transactions.
- Points are assigned to customers and can be used for discounts on the B2C website.

Deployed a new logic, upgrading the order model to include subscription and Meal Plan creation.

Customized Service for Natures Menu to better visualize and handle subscriptions with easy processes:

- All the subscription information is gathered from the B2C site into Service Cloud.
- Through OSF's Smart Order Refill, products can be managed via Service Cloud.

OSF'S SOLUTION

Building a system that brings clarity and transparency for service agents and full support for customers

Whenever a customer purchases on the Natures Menu website, an order is created in Service Cloud to capture the order information. Order information comes into the Service Cloud via the **real-time Commerce-Service integration**, and from there, it is transferred to SAP in real-time.

Brand Account Name	Business Unit	Brand
a2E2p00000796m	Natural Speciality (NSBU)	Nature's Menu

Address Name	Is primary
HOME	<input checked="" type="checkbox"/>

Order Number	Account Name	Status
015647491	Amanda Childs	Open

Order Number	Status
01596008	Created

Billing Address	Shipping Address
18 Highwood Crescent HP12 4LJ High Wycombe Buckinghamshire United Kingdom	18 Highwood Crescent HP12 4LJ High Wycombe Buckinghamshire United Kingdom

Smart Order Refill
<input checked="" type="checkbox"/>

Billing Address	Shipping Address
65 Buckland Road KT20 7DN Lower Kingswood Surrey	65 Buckland Road KT20 7DN Lower Kingswood Surrey

The **Smart Order Refill** field is checked if the customer has a subscription.

Billing First Name	Billing Last Name	Billing Full Name	Billing Phone	Billing Address
Tom	Wood	TomWood	07795903481	Falcon Road Norwich United Kingdom

OSF CC External Subscription ID	Created By	Last Modified By
SOR-1-NMC000000401	User SCCIntegration, 15/02/2023 13:46	User SCCIntegration, 15/02/2023 13:57

The **subscription page** displays the detailed information and unique subscription ID. If it's coming from the old website, this is indicated in the legacy details.

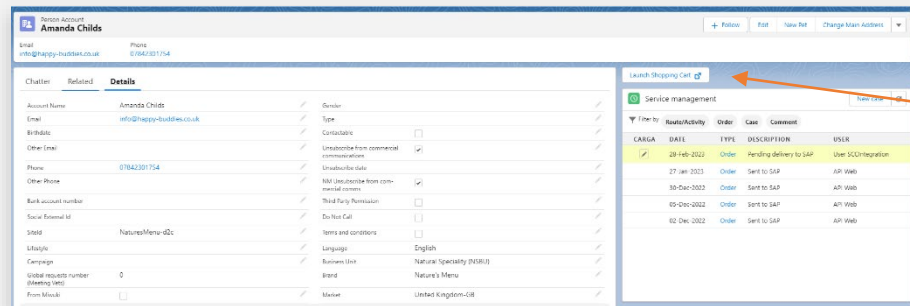
Subscription Name	SFCC Order Number
SOR-1-NMC000000401	NMC000000401

Brand Account	Subscription ID	Currency	Account	Periodicity	Products	Subscription Status	Subscription type	Original Order
a2E2p000006vZ0	SOR-1-NMC000000401	GBP	Tom Wood	Week		canceled	SOR	01597194

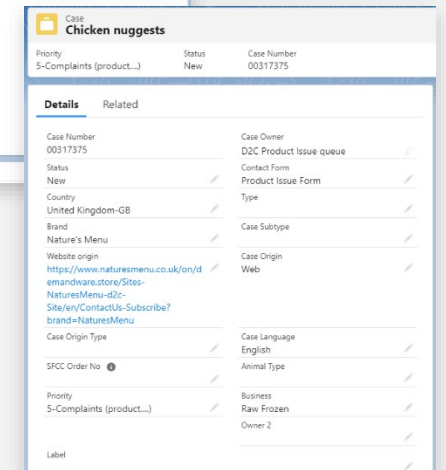
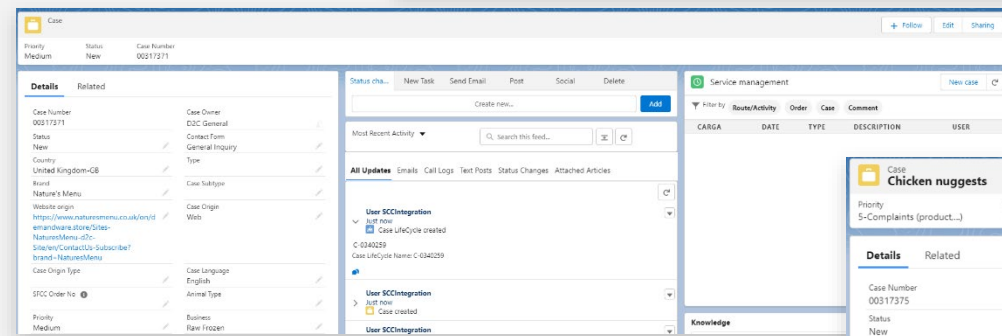
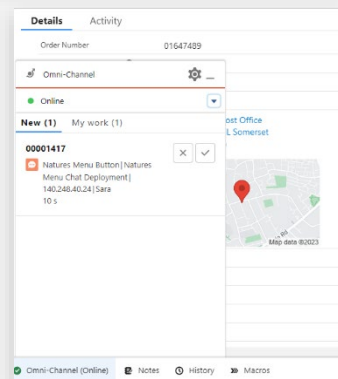
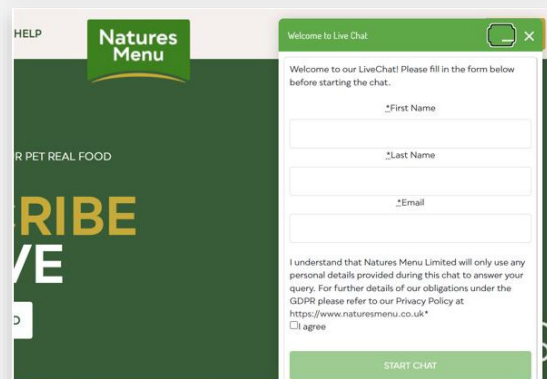
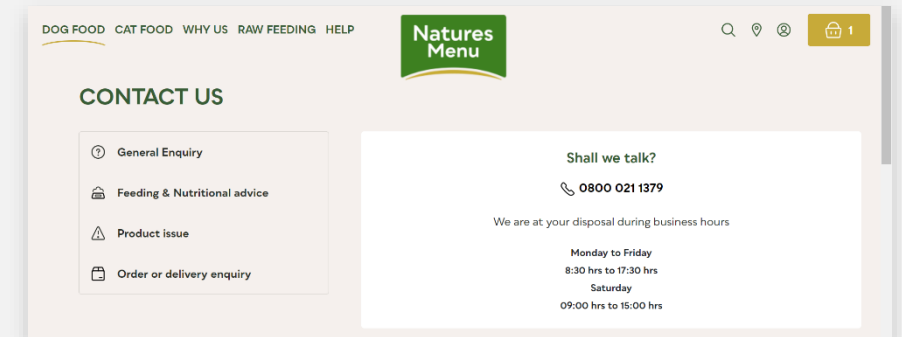
Shipping First Name	Shipping Last Name	Shipping Full Name	Shipping Phone	Shipping Address
Tom	Wood	TomWood	07795903481	Falcon Road Norwich United Kingdom

OSF'S SOLUTION

Covering all aspects to bring customer service closer to people for enhanced shopping experiences



On the customer profile, the agent has the Launch Shopping Cart button available for the option to **Order on Behalf**.



Web to Case functionality has been set up with Service Cloud. Agents that are part of this queue receive a notification. Product information is brought into the new case in the Product issue form. In addition, customer profile and information is populated from the form. When a customer fills in a Feeding & nutritional advice form, a Pet account is linked if existing, or created and linked to the case, to gather both case information and the pet information from the form in each object.

OSF'S SOLUTION

Using the Commerce–Service integration to boost customer retention through loyalty

- We created a custom logic to track all **customer loyalty** interactions with the Natures Menu Brand.
- Customers can accrue points and use them on purchases on the site.
- The description indicates new points and accrued points, and new balances are indicated accordingly.

The screenshot displays a CRM interface with two main sections. The top section shows the details for a Brand Account (a2E2p00006veRt) for Cristina Redondo. The bottom section shows a Customer Timeline entry (CT-003407) for Amanda Childs, detailing a reward event.

Brand Account Details:

Field	Value	Field	Value
Brand Account Name	a2E2p00006veRt	Consumer	Not informed
Account	Cristina Redondo	Business Unit	Natural Speciality (NSBU)
Profile completed	<input type="checkbox"/>	Brand	Nature's Menu
Brand Acquisition Campaign		Market	United Kingdom-GB
Brand requests number (blending) (vno)	0	Terms and conditions	<input type="checkbox"/>
LC Customer Id	Loyalty Cloud Profile	Tier	
LC Customer profile	Loyalty Cloud Profile	Points	
SFCC User	<input type="checkbox"/>	SFCC Created Site	
SFCC Customer Id		SFCC Created Date	
SFCC Customer Number		ListId	

Customer Timelines (1):

Name	New balance	Old balance	Points	Description	Event date	Created Date
CT-004829	0	0	0	New Brand Account Created	7/03/2023 18:42	7/03/2023 18:42

Customer Timeline Details (CT-003407):

Field	Value	Field	Value
Name	CT-003407	Type	Natures Menu Reward
Customer	Amanda Childs	Description	Give Nm Reward Points
Brand Account	a2E2p0000078jRm	Old balance	0
Customer Timeline Id		New balance	30
Event date	28/02/2023 17:49	Points	30
Created By	User SCCIntegration, 28/02/2023 17:49	Last Modified By	User SCCIntegration, 28/02/2023 17:49

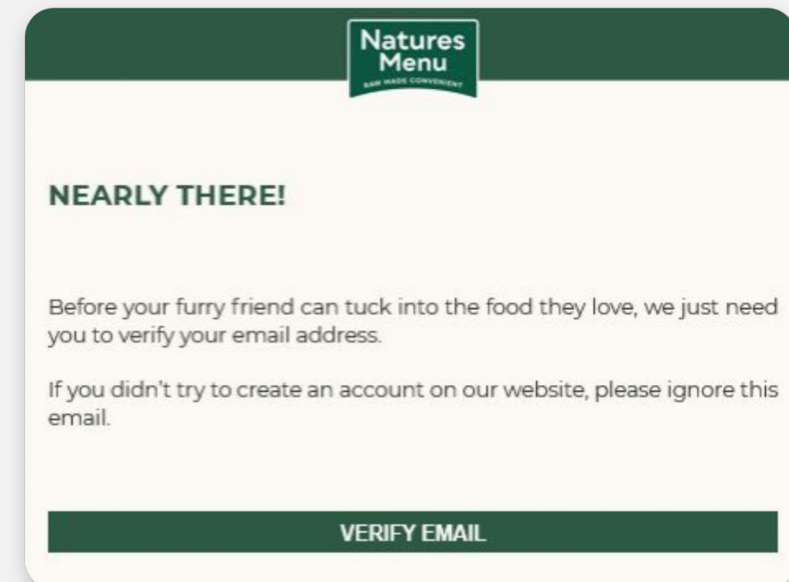
OSF'S SOLUTION

Built clear & connected communication for improved customer experiences

We reused Affinity Petcare's Salesforce Marketing Cloud integration, adding a new connection for the new Natures Menu website.



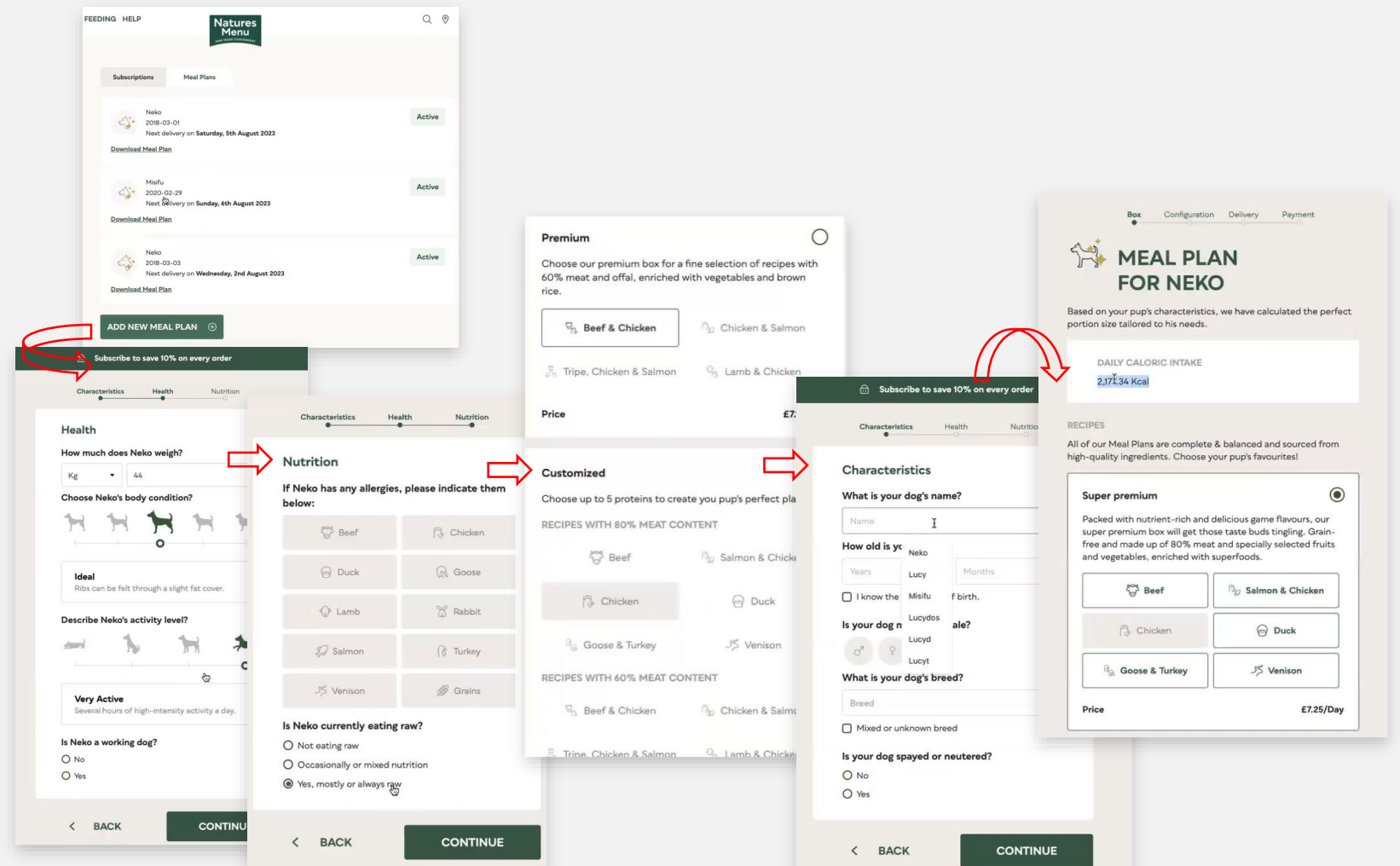
- Updated the Marketing Cloud to enable transactional emails.
- Connected Commerce and Marketing Clouds through the existing connector, syncing the new B2C site and deploying the following triggers:
 - ✓ Account - Password Reset
 - ✓ Account - Password Changed
 - ✓ Account - Verify Email
 - ✓ Order - Cancelled
 - ✓ Order - Confirmation
 - ✓ Subscription - Cancelled
 - ✓ Subscription - Paused
 - ✓ Subscriptions - Next Order Schedule
- Ensured data was passed from Commerce to Marketing Clouds.
- Recreated the marketing templates in Marketing Cloud.



OSF'S SOLUTION

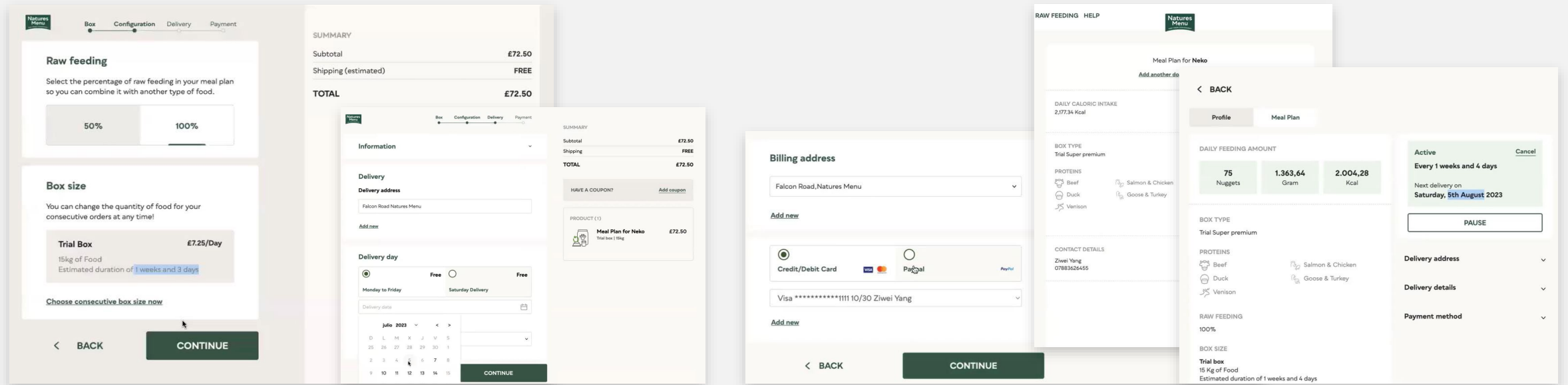
Making shopping engaging and easy with subscriptions and Meal Plan functionality

- Using the subscription feature, customers can create **new meal plans** based on the completed pet information. An API takes the data and recommends various sets of boxes with customized meal plans to choose from.
- A lead or customer creates a pet profile through a series of questions about their pet. All data is stored in the pet profile, and each pet profile is linked to a pet and a customer. Customers can subscribe and set future refills with the same meal plan. The information is stored in their session, and they navigate between pages.
- **The meal plans** can be composed of three boxes with different price tiers, with the customers able to personalize protein and choose the percentage of raw feeding. The platform calculates the pet's daily caloric need (Kcal/day) based on the data and protein preferences.



OSF'S SOLUTION

Showing pet owners that their and their pets' needs matter, with simplified ordering and payment



The platform also determines:

- ✓ Optimal shipping frequency.
- ✓ Alternative box sizes to adapt to personal preferences and freezer space.
- ✓ The number of packets.
- ✓ Total order weight (the amount of food in each meal plan).
- ✓ Price per kg, per day, and order price.
- ✓ Consecutive orders of the meal plan, automatically adjusted in real time.

- ✓ First-time customers receive a discount on their trial box.
- ✓ Meal plans require customers to subscribe. Customers can manage their subscriptions in the My Account section.
- ✓ Customers do not go through a traditional shopping cart for meal plans. They are sent from the product page to checkout.
- ✓ Natures Menu generates a surprise box with products matching customer and pet needs. Due to the connection with Marketing Cloud, the customer receives a transactional email.

OSF'S SOLUTION

Enriched the customer journey with seamless integrations

We connected third-party apps to optimize internal processes and shopping from start to finish.



SAP functions as a stock managing technology.



Heroku serves as an order management system for stock synchronization.

Braintree

Braintree enables credit card payments on the checkout page.



PayPal allows for the possibility of generating automatic refunds.



Via API, Acid Tango is used for the Meal Plans functionality to obtain the most suitable products for customers' needs based on the inputs provided by Commerce Cloud.



Feefo is used as a customer rates & reviews platform.

OneTrust

OneTrust helps the brand comply with various privacy regulations and manage data privacy.



Store Locator shows the available physical spots for shopping on a map.

getAddress()

Address.io is used to standardize addresses

RESULTS

Highlighting subscriptions throughout the site to favor repeat purchases

+50%

Increase in Natures Menu subscriber ratio amongst first-time buyers due to OSF's solution.

Visual and intuitive way to highlight savings that can be achieved by subscribing and available subscription frequencies.

Option to subscribe to every step of the user journey, from the product listing quick-view modal to the shopping cart and mini cart.

Facilitate selecting all eligible products for subscription and allow combining various products in the same subscription or creating subscriptions with different products at once.



RESULTS

Positioning Natures Menu and Affinity Petcare for business growth

OSF Digital is already working on Affinity Petcare's other brands, with Cult on the rollout. Through our work, Natures Menu gained the following benefits:

OPTIMIZED

Page performance and website traffic

360° VIEW

On customer data & preferences

EFFORTLESS

Navigation with evolved functionalities

INCREASED

Customer engagement, satisfaction, and retention

AUGMENTED

ROI due to sales enablement

STREAMLINED

Internal processes and data management

ACCELERATED

Business growth with enhanced ecommerce

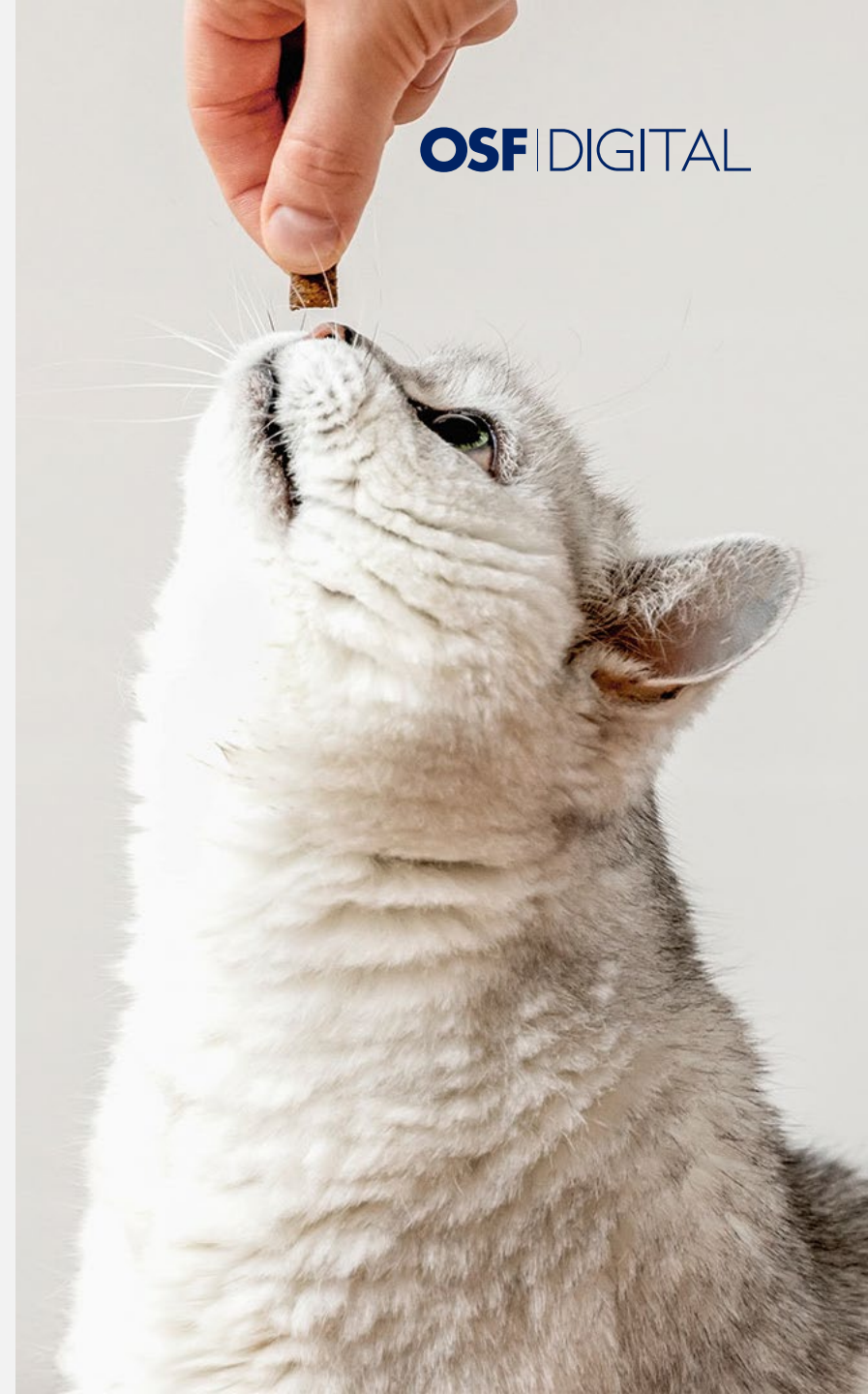
ENHANCED

Subscriptions and customer base

SMOOTH

Connected customer support all the way

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Our work through the eyes of our clients

We needed a tech partner that could approach our challenges with innovation. We trusted OSF's multi-cloud expertise, local resources, and global know-how. They proved to be a reliable partner and worked together with Salesforce to support our goals. Through OSF's work, Natures Menu commerce website was launched with minimized cost and time-to-market—and with enhanced features! We're already discussing expanding our partnership with other Affinity Petcare brands.

CLAUDIA BRETSCHNEIDER

Digital Growth Lead, Natures Menu



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THANK YOU!