

Success Story

Summary

Meet Anipet - the largest, most professional, and cost-effective pet store chain in Israel. They provide comprehensive solutions for the raising, grooming, and maintenance of all types of pets, including dogs, cats, birds, reptiles, and fish.

Anipet recently transformed its team performance using STOREE's innovative Competition and Ranking feature combined with personalized insights and AI Agents to drive success. Faced with the challenge of motivating their team, increasing engagement with performance data, and ensuring more employees hit their monthly targets, Anipet partnered with STOREE.AI.

Goals	Results
Drive the team toward their targets	Uplift of +30% of stores reaching their monthly target - in the first month!
Increase engagement with data.	85%+ of store team are dealing with their personalized data pain points
Motivate the team to perform at their best and drive sales	2 times more accurate and smart monthly competitions that drive sales



Industry: Pets

Company Size: 50 stores

Location: Israel

Parent Company:
Maabarot Products, Israeli
company specializing in nutrition
and health products for both
humans and animals.

Main KPIs



Store team engagement with data



Number of stores reaching their monthly targets



Amount of competitions with targets that drives the team

The Challenge

Despite having clear targets, many team members were not reaching their monthly goals and lost track of their progress. This issue was compounded by several key factors:

1. **Lack of Real-Time Personalized Insights:**

One of the biggest challenges Anipet faced was the inability to generate and share personalized insights with each store in real-time. Without an easy way to provide tailored performance data and actionable insights for each store, team members struggled to understand what specific actions they needed to take to improve. This lack of insight created a disconnect between goals and daily activities, leaving team members without the necessary guidance to stay on track.

2. **Low Engagement with Performance Data:**

With no system to deliver timely, store-specific insights, engagement with performance data was low. Employees were not regularly interacting with the metrics that mattered most to their success, causing missed opportunities to address underperformance and adjust strategies as needed.

3. **Limited Motivation to Surpass Basic Targets:**

In the absence of real-time insights and a competitive, gamified environment, team members had little motivation to push beyond their baseline performance. Reaching goals became more of a routine than a challenge, as there were no immediate feedback mechanisms in place to inspire them to exceed expectations.



Solution

Anipet implemented STOREE's solution, utilizing the Competition and Ranking feature alongside Real-Time Personalized Insights. This combination enabled the following:

- 1. Drive Team Performance**

STOREE's intuitive setup allowed both managers and team members to create competitions and monitor performance in real-time. Personalized insights ensured that managers could track progress instantly, providing targeted support to improve team results.

- 2. Motivate the Team**

The transparent ranking system, combined with personalized insights and AI agents, motivated team members to continuously improve. The ability to see where they stood and what actions to take based on their own performance made the leaderboard feel achievable and drove engagement.

- 3. Increase Data Engagement**

With real-time personalized insights at their fingertips, team members knew exactly what to do to boost performance. The user-friendly interface empowered them to engage with data daily, proactively asking STOREE, "What should I do to improve?"—and acting on it.



Main KPIs



85%+ engagement with data



Uplift of +30% of stores reaching their monthly target



2 times more monthly competitions that drive sales

Results

1. **More Team Members Reaching The Targets:**

The competitive spirit instilled by the ranking system spurred the sales team to push their limits. Within the first quarter of using the feature, Anipet saw a significant increase in the number of team members reaching their monthly sales targets, hence increase in sales.

2. **Increased Engagement with Performance Data**

The ease of access to real-time data and rankings fostered a culture of self-awareness and continuous improvement. Team members became more proactive in monitoring their performance, knowing what to do to improve performance and actually do it.

3. **Highly Motivated Team**

The gamified aspect of the competition and the visibility of their rankings created an environment where team members were constantly motivated to perform at their best. The thrill of climbing the leaderboard and earning recognition from their managers (with the support of their AI Agents) drove them to put in extra effort and maintain high performance levels. Together with easy-to-access personalized insights and the AI Agents that drives everybody to be at their best, the results followed quickly.



Conclusion

Anipet's success story is a testament to the effectiveness of STOREE's Competition and Ranking feature covered with AI Agents that drives them all towards success.

By making it easy to drive performance, motivate the team, and increase engagement with data, the tool proved to be a game-changer. As a result, Anipet now enjoys a highly motivated team, better engagement with performance data, and more team members consistently reaching their targets.

