

“The main thing I was looking for was efficiency. I knew I needed to do something when I ended up working extremely long days.”

~Sarah Taylor Salamaca

KT Pet Supply Experienced:

- **90%** reduction in time spent on listing and managing data feeds
- **1000%** increase in Amazon sales
- KT Pet Supply has experienced rapid growth across all channels, reduced data errors, and increased staff time on creating sales demand

“I like the ability to list on Amazon, eBay, and my site at the same time. All my orders are in one place as well. It saves me countless hours.”

~Sarah Taylor Salamaca

KT Pet Supply

KT Pet Supply is an online pet supply store owned by Taylor Retail, a family owned and operated business. KT Pet Supply was founded in 2005 with the mission statement: “To provide the highest quality pet products that will make life with your pet even better.” 100% of their business is conducted online with a small staff.

KT Pet Supply is a rapidly growing company with a limited staff. Before becoming an Infopia client, the staff at KT Pet Supply spent 60% of their time listing and managing data across multiple channels.

The Critical Issues

KT Pet Supply was not able to efficiently manage inventory quantities across multiple channels. Due to the inefficiency of their tools they were not able to grow their business. The majority of resources were spent manually re-entering data into their system and using resources to keep data accurate. Also, KT Pet Supply was concerned that the majority of their business was dependant on one single selling channel. Unsatisfied with their current tools and the inability to effectively grow their business, KT Pet Supply began looking for an alternative.

Selecting the Right Solution

KT Pet Supply needed a solution to create better workflow for daily tasks associated with their online business. Difficulties managing these duties were creating roadblocks in the path to stable growth. After searching for the best solution that would eliminate duplicate efforts and make the most of their resources, KT Pet Supply found Infopia. KT Pet Supply had been looking for a solution for over 6 months.

KT Pet Supply made the decision to use InfopiaTransact eCommerce platform because of the products ability to manage listings, content, pricing, inventory and sales from a single location.

Initial Benefits and Results

Infopia has provided KT Pet Supply with the ability to manage multiple selling channels which has lead to a 90% reduction in management costs and a 1000% increase in Amazon sales. This eliminated the need to hire more employees and greatly reduced the hours spent listing products on multiple channels.

Watch our 3 minute tour now