

Digital connectivity is crucial

OSCAR Pet Foods used technology to assist its franchisees and customers as COVID-19 triggered a national lockdown



OSCAR Pet Foods is no stranger to technology. As one of the UK's top pet industry franchisors, the company actively supports its franchisees by promoting digital connectivity and cooperation - nationwide.

SUPPORTING CUSTOMERS

As COVID-19 triggered a national lockdown, OSCAR's thoughts quickly turned to protecting staff, franchisees and customers.

It worked hard to overcome uncertainty with positivity - adapting and embracing the latest technology to continue serving customers safely, while delivering their essential pet supplies.

Moving staff out of offices as

quickly as possible and facilitating homeworking to minimise the risk of infection turned out to be relatively easy, using bespoke connections software. It allows OSCAR to give franchisees the same level of service and enables them to keep up with the increased demand for OSCAR products as customers self isolate at home.

The company's customer centre and product centre - processing and dispatching both franchisee and customer orders - continue to work efficiently using personal protective equipment.

SUPPORTING FRANCHISEES

Remote working is easier for everyone with cloud meeting and team collaboration tools.

OSCAR provides a collection of integrated online solutions and social networking services for its franchisees - supporting extensive customisation, while keeping everyone focused on brand and expectation.

The scrutiny of British Franchise Association membership lends valuable credit to the brand and the OSCAR network community ensures franchisees and employees have easy access to the most up-to-date company communications and marketing support.

Keeping franchisees in the know about everything OSCAR does and enabling them to meet online, share files, chat, manage projects and network with potential clients anywhere, any time is key to the company's belief that success and resilience are driven



AT A GLANCE OSCAR PET FOODS

Established:
1994

Number of franchised outlets:
100-plus

Location of units:
nationwide

Investment range:
from £8,995 (plus VAT)

Minimum required capital:
£8,995 (plus VAT)

Contact:
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oscar.co.uk

by strength of connectivity.

Thanks to technology, OSCAR has successfully switched learning from classroom to front room, with new franchisees completing its entire in-house course from the comfort of their own homes.

Stockport franchisee Brian Hulme says: "I've always been realistic about my business, which has helped me to stay focused and also helped me to succeed and meet my targets.

"From the start, I exceeded my expectations and OSCAR kept me in touch with changes, of which over 15 years there have been more than a few."

"OSCAR has successfully switched learning from classroom to front room"

LOOKING TO THE FUTURE

Coronavirus has turned technology into a necessity and companies that use it well will stay ahead of their competitors.

Technology is enabling OSCAR to deliver an essential service with confidence and safety.

The company says it will be keeping an eye out for when it can return to supporting its franchisees face to face, but until then will continue to learn how technology can help OSCAR grow as a company.

Beyond COVID-19, there's only one certainty: the unique role that pets play in meeting the vital human need for comfort and companionship will always be in demand.