

Endless Aisles<sup>®</sup>

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# Onboarding Guide





# Choose the Right Solution for Your Business


## Special Ordering


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### GREAT FOR RETAILERS WHO

 Are starting to think about online & home delivery

 Want to save time & resources on special orders

 Have limited time to manage an online store


 Want to offer additional products & services to their customers


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## Web Integration


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### GREAT FOR RETAILERS WHO

 Have considered e-commerce but need an easier, more affordable solution

 Have time to put towards branded content, pricing, & promotions

 Have the resources to market to their customer base & drive traffic to their online store

 Want to use our scale fulfillment or offer in-store pickup

# Special Ordering Guide



## A Guide to Help You Succeed with Special Ordering

Many of you experience customers walking out of your store empty handed because you do not have the product they are looking for on your shelves. In a world where consumers are used to finding exactly what they need instantly, it becomes increasingly important to offer that convenience to customers who visit your store.

Endless Aisles ***Special Ordering*** is the better way to Special Order for both your customers and your business.

# Getting Started with Special Ordering

Before you can use Endless Aisles Special Ordering, you'll need to sign up for Endless Aisles at **EndlessAisles.io**. You'll then be asked to confirm key information about your Phillips account, send your reseller certificate, and sign the Endless Aisles contract.

If you have any questions about onboarding, email **onboarding@endlessaisles.io**.



## Account Set Up

Our Tech Team will set you up as a drop-ship partner in our warehouses. This ensures the orders you send through Endless Aisles are shipped to your customers' homes with your store's name on the label, and that your invoices reflect your Phillips wholesale pricing. This takes approximately 7-10 business days.



## Creating and Connecting a Stripe Account

Endless Aisles uses Stripe, the leading payment processor that securely collects customer payments through Endless Aisles Special Ordering. Before you can use Special Ordering, you will need to create and connect a Stripe account. There will be instructions on how to link your Stripe account to your Endless Aisles account upon login. Once you've connected your Stripe account, we will verify your catalog and do some testing.



## Finishing Onboarding

Once we have finished setting up your account, you will receive an email letting you know your account is ready to go live. This will mean that you officially have access to the thousands of products available in the Endless Aisles catalog. You'll also be able to create additional logins for your store clerks or other team members within the "**Admin**" section.

We have created several YouTube videos that walk you through the different features of Endless Aisles. You and your staff can also attend one of our weekly webinars, where you can ask live questions to the Endless Aisles Team.



## Catalog

Your Endless Aisles catalog will contain thousands of the best selling dog and cat products. However, certain brands require approval before you receive access to sell them in your catalog. You will still be able to go live even if you have not been approved for every brand participating in Endless Aisles. We work directly with these brands to make the approval process as quick and seamless as possible.

### Setting Your Retail Prices

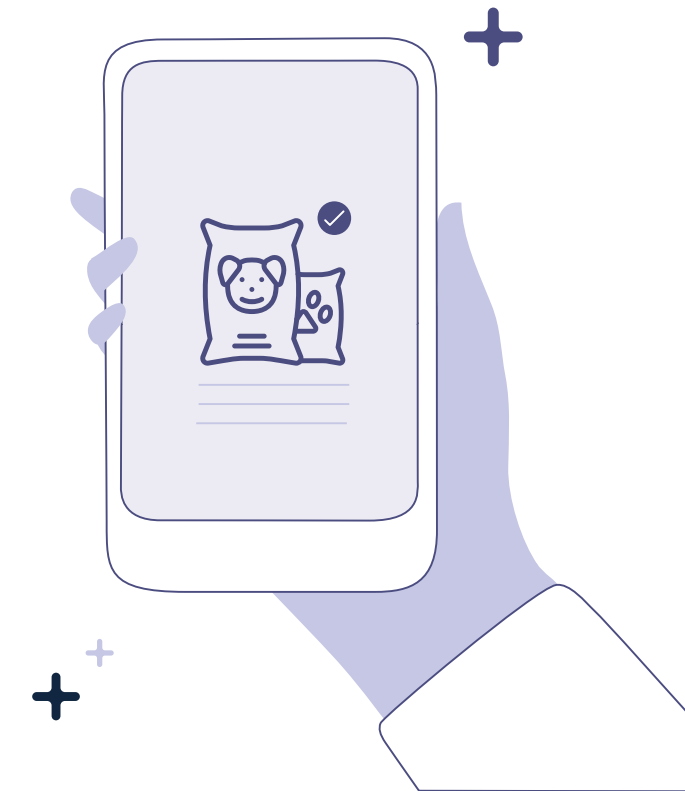
It's important that before you go live, you spot check your Endless Aisles catalog to ensure your products are priced according to your wholesale costs and your desired margin. You can access your Endless Aisles catalog by logging into [www.endlessaisles.io](http://www.endlessaisles.io), going to the "Admin" section, clicking "Price Control," and selecting "Download CSV File."

You can change your retail prices and upload the CSV into "Price Control," which will overwrite the default suggested retail prices. If you would like your Endless Aisles prices to match your POS prices, you can use Excel to do a vlookup based on the UPC column.

The "Price Control" section has a number of capabilities that allow you to easily manage your retail prices on an ongoing basis. You can read more in our [FAQs](#), published on EndlessAisles.io.

### New and Discontinued Products

We constantly add new products to the Endless Aisles catalog. When new products are added to your catalog, they will automatically be available. We also automatically remove discontinued items, as they will no longer be available to ship from our warehouses.



## Marketing Your Extended Catalog & Home Delivery Services

Once you are live on Endless Aisles, you'll need to market your new capabilities. No matter how much you like Endless Aisles, if you don't market the services you can provide to your customers, you won't get much benefit from it.

The lowest hanging fruit is your existing customer base. You'll need to make sure they know that just because something isn't on your shelves, doesn't mean it isn't available.

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Whether it's in-store collateral, offline campaigns like direct mail, local events, or local Facebook marketing, these marketing initiatives are crucial to driving business for your store. Try putting up signs that advertise you carry more than just what's on your shelves (e.g. "Don't see it? We'll ship it!"). Make sure your store clerks are trained on the platform so they can talk about the services with customers. Additionally, add a banner to your informational site letting customers know they can call you for delivery. With Endless Aisles, you can take orders over the phone!

We've published a number of great articles on our blog, [blog.endlessaisles.io](http://blog.endlessaisles.io), as a resource and inspiration for your marketing strategy.



## Sign Up For Endless Marketing powered by Promoboxx

Endless Marketing powered by Promoboxx is a retail marketing platform made specifically for pet specialty retailers. It gives you access to digital content and campaigns for your social, email, and web channels.

Simply create an account and get access to new, professionally made content at your fingertips. It's available to you at no additional cost and any pet retailer can sign up. You can learn more about Endless Marketing powered by Promoboxx at [EndlessAisles.io/Marketing](http://EndlessAisles.io/Marketing).

## Customer Service

As with any business operation, there are a few things that could potentially go wrong with an order, but we can assure you they don't happen often.

**Scenario 1:** Your customer immediately says they want to cancel their order.

**Answer:** Orders can only be canceled up to 30 minutes after they are submitted. If the "**Cancel Order**" button in the "**Orders**" section of Endless Aisles is visible, you can click that to cancel the order. If that button does not appear, it means the order has already been picked, packed, and shipped.

**FAQ: "How to Cancel an Order?"**

**Scenario 2:** Your customer says the product was broken, expired, or wrong.

**Answer:** All of these issues are Endless Aisles' fault. We will credit your account once we have received notification that you filled out the **Credit Request Form**, published in our FAQs. You can then refund your customer knowing that you will be credited.

**FAQ: "EA Credit Policy"**

**Scenario 3:** An order gets sent to Endless Aisles, and between the order being placed and the warehouse picking it, Endless Aisles goes out of stock on an item in the order.

**Answer:** Endless Aisles checks to see when the next PO is due to arrive at our warehouse. If it is within 1-2 days, we will hold the order. If not, we will ship the inventory we have available, and reach out to you so that you can inform your customer that their order will be short one or more items. You will not be invoiced for items that we didn't ship. You should refund your customer for item(s) that did not ship.

**Scenario 4:** Your customer says they are unsatisfied with the product.

**Answer:** Endless Aisles does not issue credits for Customer Satisfaction. For most brands, you will need to call Phillips customer service with all the details (PO number on your invoice, details of product etc.), and they will credit your account.

- For WellPet, the request needs to first go through their CS team. Once they have approved the request, they will ask Phillips CS to credit your account for the product.

•Phillips CS number: 1-800-451-2817

•WellPet CS number: 1-800-225-0904

We highly recommend exploring the rest of our **FAQs** which can be found at [EndlessAisles.io](http://EndlessAisles.io) for more helpful information about Endless Aisles. After that, if you still have questions, feel free to reach out to [help@endlessaisles.io](mailto:help@endlessaisles.io).

# Web Integration Guide



## A Guide to Help Your Online Store Succeed

Many of you recognize that consumers are quickly moving their wallets online as demand for online shopping and home-delivery become a critical component of convenience in today's hectic lifestyle.

It's never been easier or more affordable for a pet specialty retailer to build an online shopping experience for their customers. When we think about e-commerce, we frame it as a pie with four key pieces: Platform, Digital Merchandising Information, Fulfillment, and most importantly, Marketing & CRM (customer relationship management).

We have the first three pieces covered with Shopify and the capabilities of Endless Aisles, but there are still a number of areas where you need to lean in and take the reins. We can help get the golf ball to the putting green, but you need to get it into the hole.

# Getting Started with Web Integration

Endless Aisles Web Integration is compatible with Shopify, the leading small to medium business e-commerce platform. Not only does Shopify offer all the critical components you'll need to ensure your online store runs smoothly, it also has an app store with thousands of apps to make your site even more powerful (think Auto-Ship, Product Recommendations, Email Capture, and more).



## Onboarding

Before you can integrate your Shopify site with Endless Aisles, you'll need to sign up for Endless Aisles at [EndlessAisles.io](https://endlessaisles.io). You'll then be asked to confirm key information about your Phillips account, send your reseller certificate, and sign the Endless Aisles contract.

At the same time, we recommend exploring the services of our Web Integration partner, [Pet Store Websites](#). They are experts in setting up websites and online stores for pet retailers like you. Not only do they build out your site to reflect your store's unique brand and offering, but they also help you maintain your site so that your customers keep coming back. We'll walk through the steps of setting up your Shopify site in a little bit.

### **Endless Aisles Pro:**

Once all of your paperwork is reviewed, you'll be set up with a new Phillips account number, dedicated to your online store, but with your same Phillips wholesale pricing. If you have any questions about onboarding, email [onboarding@endlessaisles.io](mailto:onboarding@endlessaisles.io).



## Endless Aisles Pro Account Set Up

Our Tech Team will set you up as a drop-ship partner in our warehouses. This ensures the orders you send through Endless Aisles are shipped to your customers' homes with your store's name on the label, and that your invoices reflect your Phillips wholesale pricing. This takes approximately 7-10 business days.

# Shopify Set Up

Pet Store Websites supports many of the below steps, but if you are not using their services, you'll need to do this on your own.

- Set Up Your Shopify Account and Plan
  - ✓We recommend the Shopify plan due to its increased capabilities, however Basic Shopify can also be used for [Endless Aisles Lite](#)
- Review Shopify's "[Step-by-Step Checklist](#)"
- Outline Your Content
  - ✓Images: Store, Staff, Homepage Banners
  - ✓Testimonials
  - ✓Services
  - ✓Locations
  - ✓Brand Spotlights or Landing Pages
- Download the Endless Aisles Plugin for Shopify
  - ✓We push the catalog to the backend of your site (all products will be unpublished)
  - ✓Later, you'll price and publish the items you'd like to merchandise on your online store
- Select a Theme
  - ✓Based on Content, Navigation Structure, and Preferred Product Page Layout
  - ✓We recommend the [ShowTime theme](#) for its ease of use and customizable content
- Determine Navigation Structure
  - ✓Key Content Categories
  - ✓Dropdown options
- Publish Products
  - ✓Review the Endless Aisles products and publish the ones that reflect your store's merchandising strategy

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- Categorize Your Products

- ✓All the products we send to your store have a collection (dog or cat) and several descriptive tags attached to them.

- This will help you to **build product collections**.

- ✓If you are using *Endless Aisles Pro*, we also strongly recommend you use the **Filterize App** to help organize your products. Filterize is a private app built by our Web Integration partner, Pet Store Websites.

- ✓Filterize will make site navigation UX more seamless, and is included in Pet Store Websites' monthly fee. To get access to the app, please email:  
**robert@petstorewebsites.com**

- ✓Determine the Flat Rate Shipping Fee (this only applies to *Endless Aisles Pro*)

- ✓This flat rate shipping fee is what you pass on to your customers. You can read about our flat rate shipping fee suggestions in our "[Shipping and Handling](#)" FAQ

- Configure Your Taxes

- ✓Configuring your taxes is one of the last steps before you begin testing your site. You can find a step-by-step guide to configuring your taxes in [Shopify's Help Center](#)

- Set Up Key Admin Settings

- ✓Fraud settings
  - ✓Checkout settings
  - ✓Fulfillment settings
  - ✓Tax/Payment settings

- Determine & Download Additional Plugins to Power Your Site (examples below)

- ✓Email Capture
  - ✓Email Marketing Service Provider
  - ✓Product Recommendations
  - ✓Loyalty
  - ✓Appointment Booking
  - ✓Auto-Ship/Recurring Orders
  - ✓Product Reviews
  - ✓Exit Intent Modal
  - ✓Social Media/Instagram Feed

## Catalog

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## Setting Your Catalog Permissions

Endless Aisles has the ability to update and maintain product data for your online store. Adjust your catalog update permission in the "**Admin**" section of Endless Aisles.



## Setting Your Retail Prices

### *Endless Aisles Pro*

It's important that before you go live, you spot check your Endless Aisles catalog to ensure products are priced according to your wholesale costs and your desired margin. You can access your Endless Aisles catalog by logging into [EndlessAisles.io](#), going to the "**Admin**" section, clicking "**Price Control**," and selecting "**Download CSV File**".

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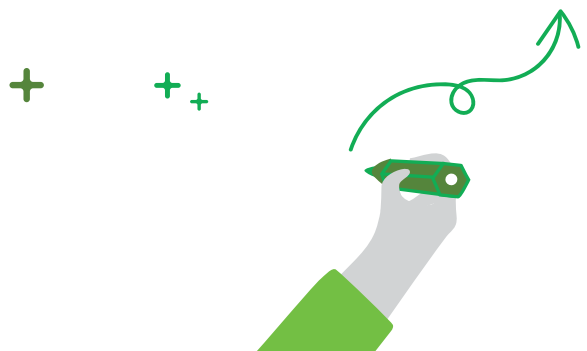
### *Endless Aisles Lite*

You can match your in-store prices to the products you publish from the Endless Aisles catalog in your Shopify Admin section.



## New and Discontinued Products

We constantly add new products to the Endless Aisles catalog. When new products are added to your catalog, they will be available in the backend of your online store, but you will need to publish them. We also automatically remove discontinued items, as they will no longer be available to ship from our warehouses.



# Marketing Your Extended Catalog & Home Delivery Services

Once you're live with Endless Aisles, you'll still need to market your new capabilities. Whether it's in-store collateral, offline campaigns like direct mail, local events, or local Facebook marketing, these marketing initiatives are crucial to driving business for your store. No matter how much you like Endless Aisles, if you don't market the capabilities it provides your store, you won't get much benefit from it.

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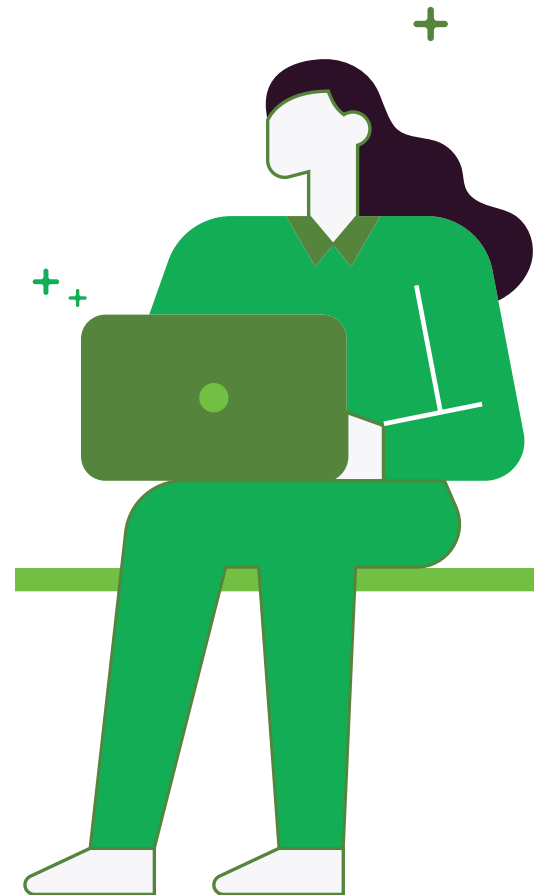
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# What to Expect Once You Go Live

There are a number of things you'll want to do on an ongoing basis. We have outlined our suggestions below:

## Daily



- Check sales and any orders that are coming in
  - ✓ Ensure that orders are being fulfilled either through Endless Aisles or from your store. If you have published items that are not available through Endless Aisles (e.g. Fromm, Farm Supplies) but you are on *Endless Aisles Lite*, or if you are using Pet Store Websites' **Proximity app** for multiple fulfillment methods, you'll need to fulfill those orders yourself or set them aside for in-store pickup.
  - ✓ Review key metrics to determine which promotions you might want to run. You can easily create discount codes in your Shopify Admin.
  - ✓ Ensure any issues (e.g. out of stocks or discontinuations) with Auto-Ship orders are addressed and communicated to your customers.
- Check your support email
  - ✓ Address any customer questions or issues
  - ✓ If you are using *Endless Aisles Pro*, submit any credit requests via the "**Endless Aisles Credit Request Form**" accessible in our FAQs.

## Weekly



- Log into your Endless Aisles "**Price Control**" section
  - ✓ Review any retail prices that may need to be adjusted
    - ✓ New products
    - ✓ Wholesale changes (only if using *Endless Aisles Pro*)
    - ✓ MAP changes
- Review your promotional calendar
  - ✓ Create any coupons needed in your Shopify Admin
  - ✓ Create any barcodes in your POS for in-store redemptions
  - ✓ Create any banners or content for your site
  - ✓ Create any banners or content for emails
- Check **Endless Marketing** powered by Promoboxx for new ready-to-use content
  - ✓ Schedule new marketing content

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# Monthly



- Build out your promotional calendar
  - ✓ Events
  - ✓ Coupons/offers
  - ✓ Blog posts
- Review key metrics
  - ✓ Identify any opportunities
  - ✓ Identify trends or successful traffic drivers
- Empower Store Staff
  - ✓ Share any wins and do any training to make sure they understand why you are investing in your online store
  - ✓ Ensure your staff is promoting your website in-store
    - ✓ Shelf-talkers
    - ✓ Signage
    - ✓ T-Shirts
    - ✓ Bag Stuffers
    - ✓ Special Orders via your online store (only if using *Endless Aisles Pro*)



# Customer Service for Endless Aisles Pro

As with any business operation, there are a few things that could potentially go wrong with an order, but we can assure you they don't happen often.

**Scenario 1:** Your customer immediately says they want to cancel their order.

**Answer:** Answer: Orders can only be canceled up to 30 minutes after they are submitted. If the "Cancel Order" button in the "Orders" section of **Endless Aisles** is visible, you can click that to cancel the order. If that button does not appear, it means the order has already been picked, packed, and shipped.

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**Phillips CS number: 1-800-451-2817**

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# Join the Hundreds of Retailers Using Endless Aisles



"I truly love that my small local store is able to ship great products to customers."

HEATHER, ARISTOPETS

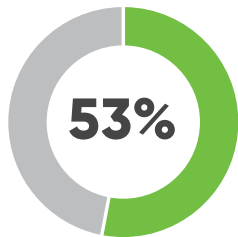
"Endless Aisles allows us to sell more products on our website than ever before."

GARY, PETS ON BROADWAY

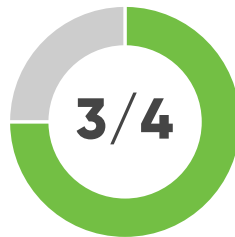
"Endless Aisles provides us with competitive shipping rates to compete with larger online retailers."

RYAN, ALL IS WELL PETS

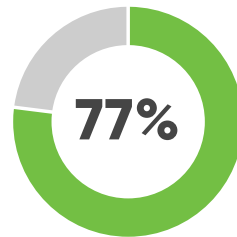
## Offer Convenience and Grow Your Business



growth in online pet food & treat sales in 2018



of adults in their 30s own a dog



of millennials prefer to buy certain pet products online



**OVER 250K**  
products delivered by  
retailers like you

Learn more and sign up: [EndlessAisles.io](https://EndlessAisles.io)

For more information visit: [\*\*EndlessAisles.io\*\*](https://EndlessAisles.io)  
Email us at: [\*\*help@endlessaisles.io\*\*](mailto:help@endlessaisles.io)

Endless Aisles®

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