

# Canada's leading book retailer offers novel **pet benefits** for its diverse workforce

Vetster helps one of Canada's top retailers bring robust pet benefits to their 5,000 employees nationwide.



## The challenge

Canada's largest book, gift, and specialty toy retailer, with over 5,000 employees and 245 stores across the country, boasts a diverse workforce. This includes part-time and full-time employees spanning various ages, roles, and locations, from urban centers to rural areas.

The Vetster for Business team identified this company as a potential client, believing that its services could greatly benefit the retailer's employees. They saw a strong alignment in shared values of inclusion, innovation, and a dedication to being mission-driven businesses.

Recognizing the cultural alignment, Vetster knew that a comprehensive pet benefits program could help one of the country's largest retailers support pet parents within their organization. Although the company had never considered pet benefits before, they were interested in a solution supporting employees nationwide.



## The solution

The company was impressed by Vetster's credibility within the pet benefits industry and its leadership in the category.

They appreciated that Vetster for Business wasn't a one-size-fits-all solution and offered both employer-sponsored and flexible options. This flexibility allowed the company to select a plan where they would only pay for employees who used Vetster's pet benefits.

The team was excited about how easy the Vetster for Business program was to use and realized how much it could benefit pet parents within their organization.

With 87% of pet owners worried about rising veterinary costs, Vetster for Business offered the company an affordable solution to alleviate these concerns, solidifying its reputation as a compassionate and innovative employer.

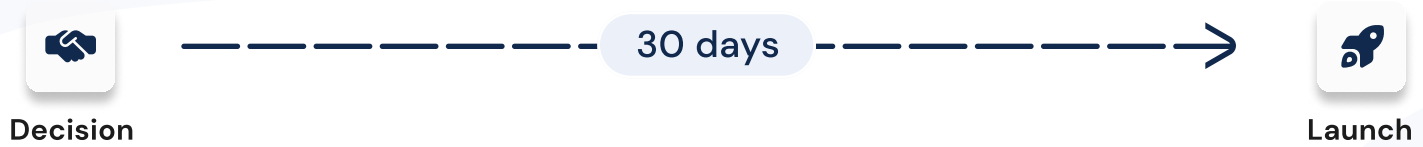
- ✓ Unlimited care
- ✓ Coaching
- ✓ Live chat
- ✓ Video calls
- ✓ Professional pet care
- ✓ Prescriptions
- ✓ Any time, anywhere
- ✓ Top-rated veterinary professionals



This was our first Vetster appointment for our cat and Dr. Janice was incredible! She was so calm and knowledgeable and gave us a few solutions right away! So grateful we were able to work with her!

— J. Graziani, Employee

Setup and onboarding for the company's team were seamless. Vetster's Customer Success team created a custom onboarding experience for the employees. The co-branded landing page allowed employees to log in with their company credentials and gain instant, 24/7 access to virtual vet appointments and top-rated pet care from leading veterinarians.



As part of the Vetster for Business program, the company also received a collection of science-backed pet education materials, such as newsletters, presentations, and marketing resources. Filled with expert insights and guidance from top-rated veterinarians, these resources helped keep employees informed and engaged with the latest research to support their pets' health.

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## The results

Vetster by the numbers

**5,000**

Employees covered

Average review: 5



**1,200 hrs**

Employees saved over  
1,200 hours by at the vet

**\$37,000**

Employees saved over  
\$37,000 on vet bills

**5x ROI**

A 5x ROI for the company  
through the Vetster for  
Business program

The company has been using Vetster for Business for over two and a half years, making it one of Vetster's longest-standing clients.

Vetster's pet coverage continues to be one of the company's most appreciated benefits, and employees show real excitement and enthusiasm about the program during annual benefit fairs.

Employees love how helpful Vetster's top-rated vets are and how quickly they can resolve their pets' health issues, especially during emergencies. They also appreciate the ease of getting prescriptions and that vets go above and beyond to provide information and guidance to help keep their pets healthy and happy.

The company values Vetster because its employees love it so much, which is why it continues to renew with Vetster year after year.



## The feedback

Vetster Feedback from the Employees

Dr Jassal was very punctual, friendly and knowledgeable. Prescribed a medication for my dog right away and let us know what to do if the treatment doesn't work

— M. Viveros

Had a wonderful experience with Dr Annabel. Our dog was bit by a sick racoon on NYE and we were torn about going to an ER vet. She was on a call with us within half an hour and had a prescription sent to the pharmacy within minutes after our call. We can't thank her enough for her help and advice.

— Dena H

Save work hours and improve employee satisfaction. [Get in touch with Vetster for Business](#) and discover how pet benefits can add value to your organization.