

# Powering a global electronics giant with pet benefits

When one of Canada's top employers was looking to support the growing number of pet parents within their organization, Vetster had the solution.

 Vetster | SAMSUNG



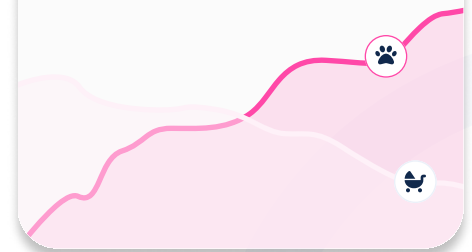
## The challenge

Voted one of the country's best places to work for nine years running, Samsung Canada takes its employee benefits very seriously. The organization was looking to provide a full suite of high-value, in-demand, and comprehensive benefits for its national team of over 700 employees in offices in Vancouver, Saskatchewan, Ontario, and Quebec.

With almost **70% of today's workforce being pet owners**, Samsung Canada knew that to provide inclusive benefits for all its employees' family members, it needed to include pet benefits as part of its strategy. The Samsung Canada team was committed to providing benefits that would support their employees both inside and outside the office, regardless of where in Canada they resided. The benefits also needed to be accessible to both English-speaking and French-speaking employees.

# 70%

Today's workforce is a pet owner



## The solution

Vester for Business was the clear solution for Samsung Canada. **The Total Rewards team loved that the service fit a working pet parent's busy lifestyle.** The program offered unlimited professional pet care, coaching, prescriptions and more via chat and video from top-rated veterinary professionals any time they needed it.

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

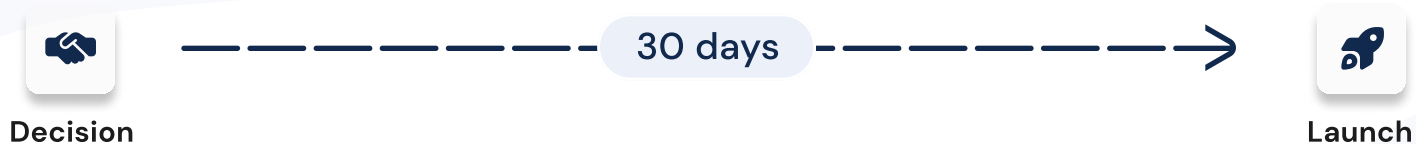
**The award-winning Vetster pet health app also allows employees to easily manage their pet's care from anywhere — at the office, at home, or somewhere in between.** Vetster for Business was offering a new type of affordable benefit that's proven to help reduce employee absenteeism, increase job satisfaction and offset rising veterinary costs to pet owners.

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We are proud to partner with Vetster to provide around-the-clock pet support and address the unique needs of every employee. At Samsung, we're committed to the holistic well-being of our employees, ensuring team members have access to the necessary care for their entire family. We look forward to continuing working with Vetster to deliver access to quality veterinary care.

— Merlyn Sequeira, Director, Total Rewards at Samsung Canada

Vetster worked closely with Samsung Canada's team to ensure it could activate quickly across all their subsidiary brands. Samsung Canada's three umbrella companies had different sign-in requirements, including various authentication methods and integration with existing software. **Vetster for Business, designed for enterprise clients, met these technical requirements and had the Samsung Canada team launching their program within 30 days.** One of the benefits of working with Vetster for Business is that, in addition to easily addressing enterprise-level security and integration requirements, its platform makes the front-end experience intuitive and easy for employees to use.



The Vetster Customer Success team delivered a custom onboarding experience for Samsung Canada, including a branded landing page where employees could easily log in using their company credentials. This unique digital solution delivered instant, 24/7 access to online veterinary appointments and top-tier pet care while maintaining the organization's brand identity. Vetster for Business also provided the Samsung Canada HR team with a catalogue of high-quality, expert-backed pet education materials, such as presentations, newsletters, and marketing collateral, to share with their employees.

// This collection of premium pet resources, provided as part of the Vetster for Business program, helped empower Samsung Canada employees by keeping them informed and engaged about their pets' health and well-being.

## The results

Samsung Canada & Vetster by the numbers within the first 12 months of usage.

**100%**

All 700+ employees covered

Average review: 5



**800 hrs**

Hours saved by Samsung employees at the vet

**\$25,000**

Samsung employees saved on vet bills

**15x ROI**

For Samsung Canada from the Vetster for Business program

Employees love how helpful, knowledgeable, and attentive Vetster's top-rated vets are, as well as how easy the program is to use and how simple it is to have their pet examined virtually. They also appreciate getting prescriptions and receiving additional articles and information tailored to their pets' needs as part of their follow-up care.



## The feedback

Vetster Feedback from the Samsung Canada Team

It was my first time using this platform, and I didn't know what to expect. Dr. Nadeau was amazing and very helpful in treating our dog's issue with their ear. Thank you.

— George K

Dr. Cosentino was great; she was able to give Kobe a full exam via camera. She prescribed the correct medication as well as gave us all the articles to read more about my dog's skin allergies. Super recommend her!

— F. Aoki

Enhance your benefits offering like Samsung Canada. Find out how you can support pet parents in your workplace, and get in touch with our team today. [Sales@vetster.com](mailto:Sales@vetster.com)