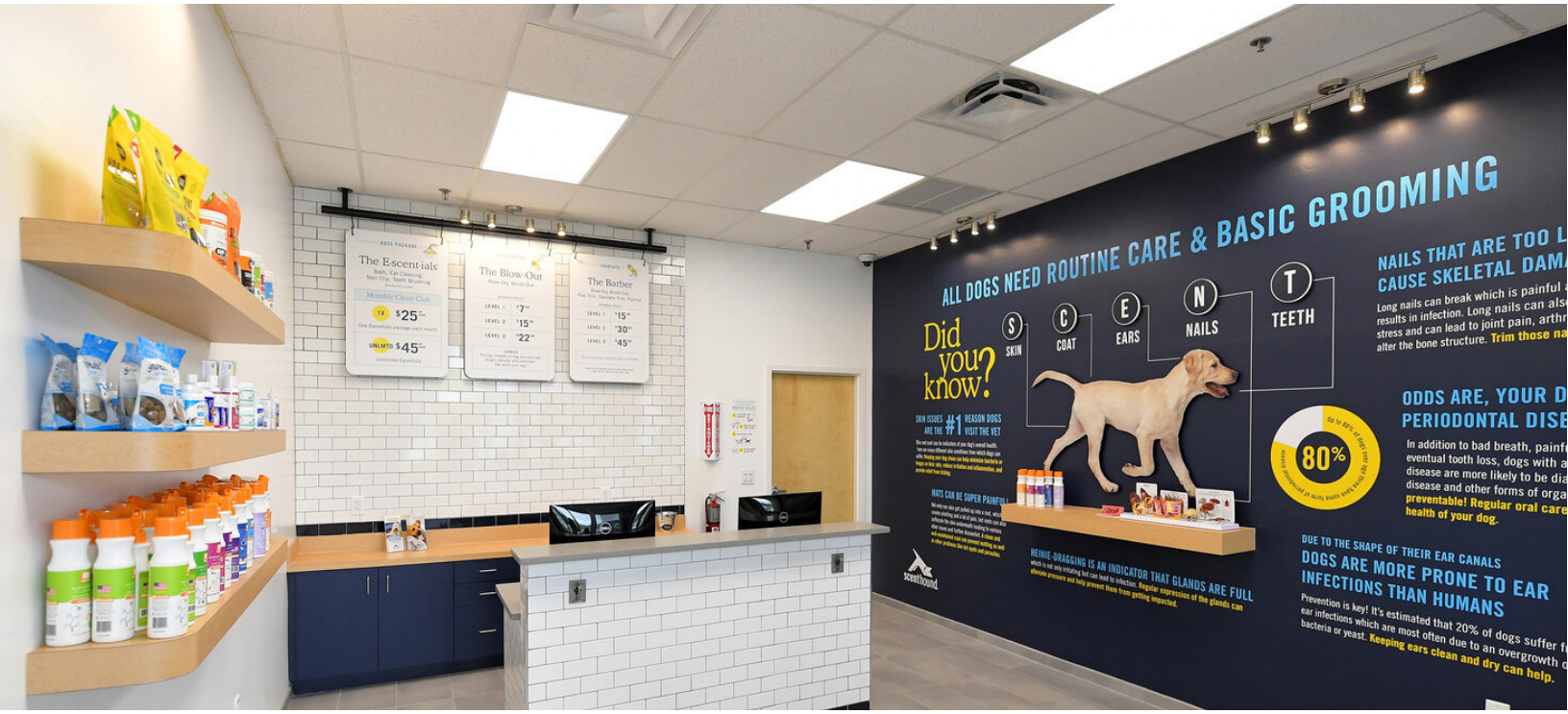
Scenthound + MyTime Case Study

How MyTime Enabled Scenthound to Create the First Membership-Driven Pet Care Franchise



A Membership Model Approach to Franchising

When Scenthound wanted to expand its focus on pet wellness, it was clear the right technology partner was needed to meet their goals of opening 35 additional locations within the year, and over 250 total locations in 3 years. As the first membership-based dog grooming franchise in the US, the founders of Scenthound had landed on their business model "a-ha moment" when they realized that while most dogs do not require haircuts every month, every dog needs the proper grooming basics such as: skin, coat, ears, nails, and teeth. They decided the most optimal business model was to offer both monthly and annual membership options for their customers. At the end of each visit, the dog owner would receive a report card to show progress and results.

> **“I believe that the MyTime team truly cares about both the solution that they’ve built as well as their customers.**

Technology Gaps Cause Franchise Challenges

As COO of Scenthound, Mike Schoen is responsible for the corporate operations of the franchise as well as each individual location. He joined when Scenthound was about to go live with their first franchise. Launching a franchise business and implementing a membership model in an industry unaccustomed to memberships would be challenging in the best of circumstances, but absolutely impossible without the proper technology.

Initially, Scenthound tried using a combination of point solutions to run their business, but they discovered 4 main issues:

Their legacy POS wasn’t tailored for pet businesses. When the client being serviced is a dog and not a human, several adjustments need to be made. A solution built for a salon or spa didn’t support grooming by pet size, price and length of appointment by pet breed, vaccination records, and automated messages tied to the pet history rather than the pet parent.

The membership model was also unique and not supported by their existing tools. Not only did they require monthly and annual membership options, they also required memberships be at the pet rather than owner level. For instance, if an owner had two dogs, two memberships would be required.

They required a solution that provided both control at the franchise level, and flexibility at the franchisor level. When scaling a business as quickly as Scenthound, you need the capability to easily replicate the settings, services, and products that will be used across locations. Additionally, each location needs to be set up for success, which may mean carrying local products, offering service specials, or tailoring pricing by location.

They struggled to get their multiple tools to integrate with one another which was an impediment to their rapid growth plans.

Trying to force Scenthound into a business model meant for servicing people was not ideal. Instead of being serviced as a pet, the dogs would have to be serviced and listed as a “child” which was problematic; a whole different structure was needed. Additionally, memberships are the lynchpin for Scenthound’s entire business model. Without a technology solution to support its unique membership requirements, Scenthound would not have been able to operate or scale the business model.

MyTime Provides the Flexibility and Control Needed for Growth

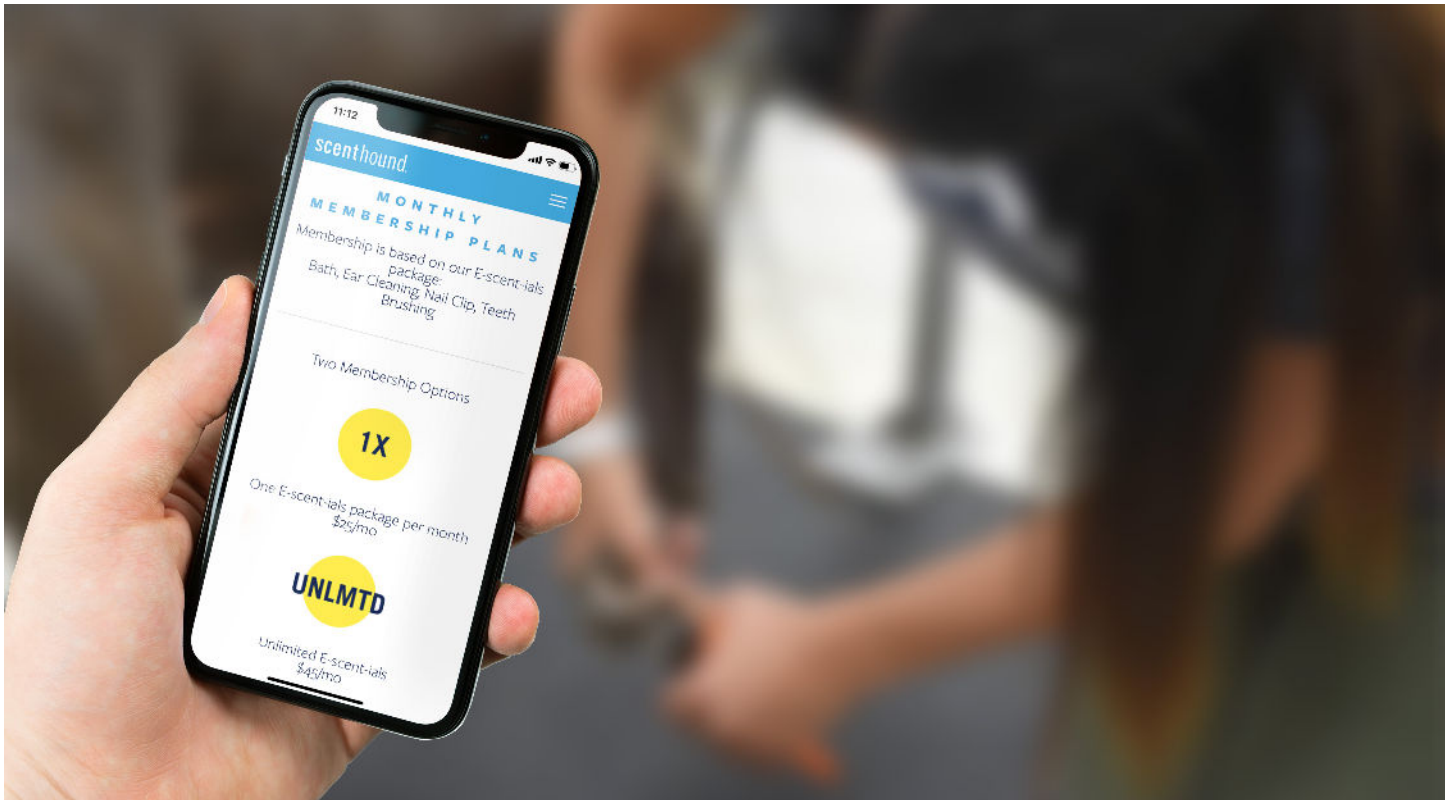
Rather than attempt to create something in-house, Scenthound decided to find a company with whom to build a meaningful and lasting partnership. The team searched for a solution that aligned with the specific requirements of a growing pet franchise because they found that smaller mom and pop solutions lacked both flexibility and the ability for customization; they were not robust enough to handle Scenthound's needs. For instance, their franchisees needed to provide customers a consistent and unified experience at every location, easily pull up customer information and pet history from a single source, and have real-time access to reporting metrics like daily revenue by store, membership usage, and other key insights.

Scenthound ultimately decided on MyTime because it was the only application with an all-in-one franchise solution designed for the pet industry. The MyTime account allowed Scenthound's corporate team to set up and centrally manage services, products, prices, and promotions and easily replicate these details at each franchise, which was essential for the rollout.

A key selling point for Scenthound was also working with the MyTime team throughout all phases of the project. The customer onboarding team worked directly with the Scenthound staff to make the necessary customizations and align to their specific needs. "The entire MyTime team was highly responsive, which is a necessity when going live with a new system across dozens of locations. The transition was swift and smooth, as the MyTime onboarding and support teams were quick to respond to questions and needs," observed Mike Schoen.

MyTime also provided real-time reporting and dashboards that rolled up from each location to executive dashboards and custom reports so they could see what parts of the business were working and make insightful decisions on which would need to be tweaked.

Finally, the global client database meant that members could visit any store and have customer history, appointments, purchases, and prior report cards easily accessed, enabling the Scenthound staff to provide exceptional customer service at every location. The global records also allowed memberships, packages, and gift cards to be used anywhere, providing a consistent and seamless customer experience.



To satisfy their requirement of a complete and customizable solution, Scenthound needed many of MyTime's built-in capabilities: Appointment Scheduling and Online Booking, Point of Sale, Inventory Management, Growth Marketing, Customizable Client and Pet Records with Intake Forms, Reputation Management, Memberships, and Reporting. MyTime's onboarding team was able to configure the solution to the exact needs of Scenthound, shortening the learning curve.

Scenthound also wanted to launch a mobile grooming service where groomers could travel directly to customers' homes, opening up an entirely new premium customer segment that valued convenience and privacy. MyTime supported this channel with iOS and Android apps for groomers that provided all the core functionality of the product. The 'we come to you' functionality allows customers to enter in a service address into the online booking flow which shows up directly in the appointment. The app provides mobile groomers with their full schedule and one-click driving directions to their next appointment. Pet records can be updated in the app during the appointment and payment collected via cash or credit card using the mobile POS and bluetooth connected pinpad.

Scenthound also requested some custom development such as their proprietary "travel tickets" which are printed out and given to groomers prior to the appointment, streamlining handoff and service. MyTime's professional services team was able to deliver this customization in the software which allowed Scenthound to further differentiate its brand and customer experience while still using 'off the shelf' software.

In summary, MyTime's solution gave Scenthound the ability to:

- **Build out pet-specific solution capabilities** such as the travel ticket, segmentation by dog breed, membership per individual pet, price and service duration by dog breed, and more.
- **Easily manage multiple membership options** by pet, rather than by pet owner. Location staff are also able to easily change or add additional memberships based on a customer's changing needs.
- **Go mobile with an on-demand business model** where groomers can perform services at customers' homes.
- **Launch a new franchise with ease** with a template configuration for all new franchisees to reflect corporate mandated settings, while also allowing franchisees to tweak settings that Scenthound wished to delegate to individual locations.

The Technology Bet to Achieve 250 Locations in 3 Years

Since September 2020, Scenthound has relied on MyTime to grow and expand their business. Scenthound is actively promoting and selling franchises, with plans to grow over 300% by the end of the year, and scale to 250 locations by 2023. Said Schoen, "With our rapid expansion plans, it's essential that the software is easy to use. MyTime delivered - and has continued to deliver - on our needs." MyTime is the complete franchise technology solution that has enabled Scenthound to easily get new locations up, running, and trained on the software. Instead of having to educate staff on multiple solutions to run a location, they learn about all features in one solution, rapidly decreasing ramp-up time. The overall value of MyTime has been a win-win from both the business and customer perspective.

Why MyTime?

Saved money by eliminating tools previously used for scheduling, location management, point-of-sale, and reviews

Delivered a personalized, pet-focused customer experience with unique features tailored for dogs and their owners

Complete, all-in-one solution providing enterprise control and powerful flexibility at both the franchisor and franchisee levels

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