DocuPet

INSIDE

the Fulfillment Infrastructure

Powering Millions of Pet Reunifications

Exploring the fulfillment processes and operational expertise that support pet identification and reunification services across North America.

CONTENTS

INTRODUCTION

Fulfillment Shapes the Experience

For pet licensing and identification programs, success is often measured by what residents experience: a tag arriving on time, a renewal processed efficiently, a question answered quickly, or a lost pet reunited with its family.

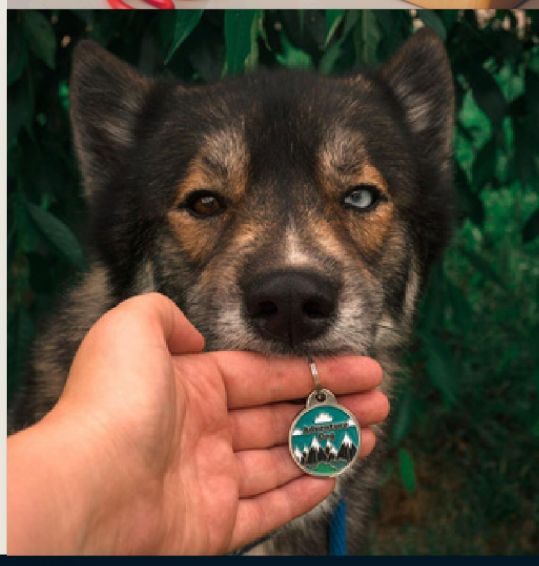
Behind each of these moments is a fulfillment operation responsible for producing, packaging, shipping, and supporting pet identification services across North America.

Expectations Continue to Rise

As organizations modernize their programs and resident expectations continue to evolve, the operational systems supporting those services have become increasingly important. Fulfillment is no longer simply a back-office function. It directly influences program performance, resident satisfaction, and service reliability.

Built for Scale

DocuPet has built a North American fulfillment and operational infrastructure designed to support the complexity and volume demands of modern pet identification programs. Through integrated production workflows, quality assurance systems, centralized customer service, and scalable fulfillment operations, DocuPet helps partners maintain consistent service levels while reducing administrative burden on internal teams.



FULFILLMENT

AT SCALE

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Pet licensing and identification programs operate within dynamic and often high-volume environments. Program growth, onboarding periods, seasonal increases in licensing activity, and varying program structures can all create fluctuations in fulfillment demand throughout the year.

Without the proper infrastructure in place, these fluctuations can lead to processing delays, inconsistent service levels, increased resident complaints, and additional administrative strain on teams. DocuPet's fulfillment operations are designed specifically to absorb and adapt to these operational fluctuations while maintaining performance, accuracy, and production continuity.

2025 Operational Volumes

75,000
Average Monthly Orders

3,600-6,000+
Orders Fulfilled Daily

7,500
Maximum Daily Order Capacity

1,292,227
Annual Mail Communications

390,000
Annual Customer Support Interactions

95%
SLA (Service Level Agreement) Adherence

INFRASTRUCTURE

DESIGNED FOR HIGH-VOLUME OPERATIONS

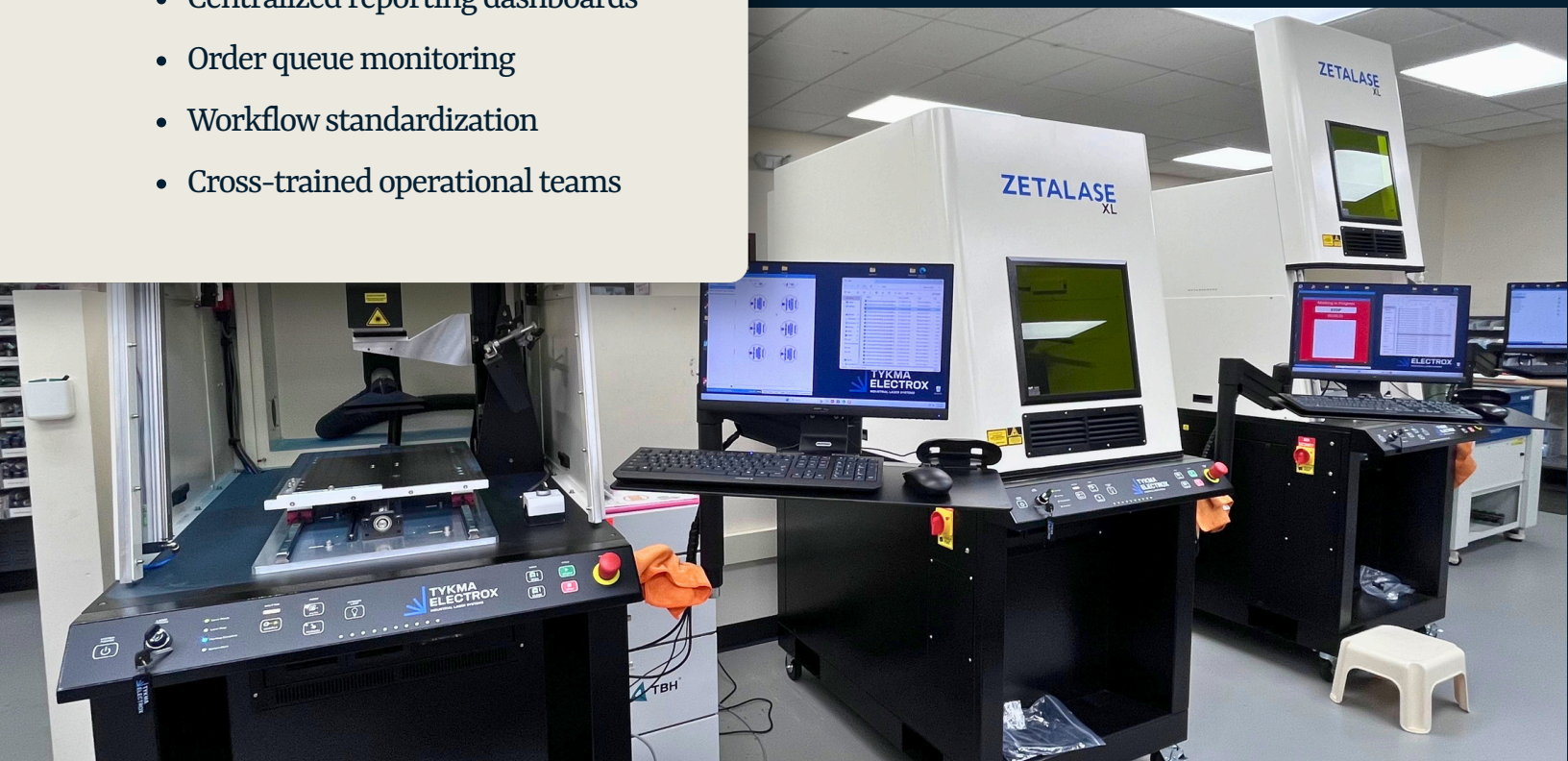
Maintaining fulfillment performance at scale involves more than increasing staffing during busy periods. It depends on operational systems built to support fluctuating demand while maintaining consistency across production, fulfillment, and support workflows.

DocuPet's operational infrastructure combines workforce planning, automation, forecasting models, and standardized workflows to maintain operational continuity throughout the year.

Core operational systems include:

- Automated production batch generation
- Laser production workflows
- Operational staffing calculators
- Centralized reporting dashboards
- Order queue monitoring
- Workflow standardization
- Cross-trained operational teams

Production operations are structured to support high-volume processing environments. In the United States fulfillment office, production batches of approximately 800 orders are processed simultaneously, with facilities often receiving 8 to 10 batches daily during peak periods. Canadian operations process batches of approximately 500 orders at a time.



MANAGING

PEAK OPERATIONAL PERIODS 5

Maintaining consistent fulfillment performance requires proactive planning, operational flexibility, and the ability to quickly adjust resources as demand changes.

DocuPet uses forecasting models, staffing strategies, and production planning tools to align operational capacity with anticipated order volume throughout the year. These systems help ensure fulfillment workflows remain efficient while maintaining service levels and production quality.

Operational scaling is supported through:

Forecast-Driven Allocation

- **Flexible Staffing**: Align labor hours directly with forecasted demand surges.
- **Dynamic Scheduling**: Adjust production across facilities in real-time.

Workflow Prioritization

- **Time-Sensitive Frameworks**: Apply strict priority protocols for urgent orders.
- **Active Backlog Recovery:** Implement automated monitoring to clear delays quickly.

Volume Scaling & Support

- **Cross-Functional Mobility**: Reassign staff across departments during peak volume.
- **Operational Resilience**: Maintain stability through collaborative support teams.

Outside of elevated demand periods, fulfillment operations typically maintain turnaround times of fewer than two business days against a five-day SLA (Service Level Agreement, meaning the agreed-upon maximum timeframe for order fulfillment and shipment). This operational structure allows DocuPet to maintain consistent service levels while adapting to changing fulfillment requirements throughout the year.

ACCURACY

AND QUALITY ASSURANCE AT SCALE 6

As fulfillment volume increases, maintaining operational accuracy becomes increasingly critical.

DocuPet's fulfillment operations incorporate multiple quality assurance checkpoints throughout the production and shipping process to maintain consistency and accuracy at scale. Because each stage is managed by different team members, every order is reviewed by multiple sets of eyes throughout the production process. This layered approach helps identify potential issues early, reinforces quality standards, and supports fulfillment accuracy at scale.

Multi-Stage Verification Workflow

Each production station functions as both an operational touchpoint and a quality assurance checkpoint. The workflow includes:

Laser Engraving Verification

Before an engraving job begins, operators verify that the correct order has been loaded and confirm the information associated with the production run before etching begins.

Bagging Verification

A separate team is responsible for bagging completed tags. Before processing each tray, staff verify order information against production records and conduct quality checks to ensure tags meet production standards. Any products that do not pass inspection are returned for reprocessing.

Fulfillment Verification

As the final checkpoint before postage is applied, staff verify order contents, perform a final quality review, and add any other products included with the order. The Home*Safe*® code etched on each tag is also verified against account information, providing an additional safeguard to ensure the correct tag is matched to the correct pet before shipment.

ELIMINATING

BOTTLENECKS & IMPROVING OPERATIONS

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Even well-established fulfillment systems encounter friction points when operating at a national scale, particularly where external factors intersect with production, shipping, and intake workflows.

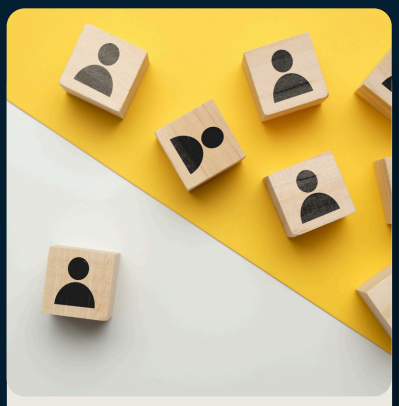
Current operational bottlenecks impact turnaround timelines approximately 30% of the time and may include:

Carrier and mail delays

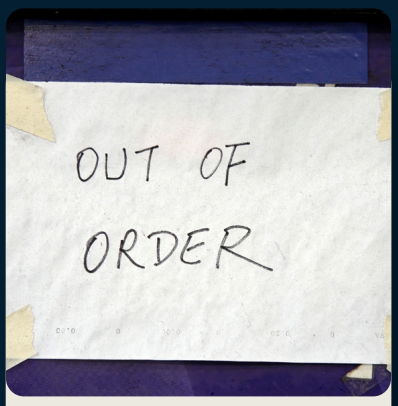
Onboarding surges

Manual workflow touchpoints

Inventory timing challenges



Seasonal staffing fluctuations



Technology dependencies

ELIMINATING
BOTTLENECKS & IMPROVING OPERATIONS

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Rather than treating these constraints as unavoidable limitations, DocuPet approaches them as opportunities for operational improvement and infrastructure investment. One example is mailed-in application processing.

In 2025, teams manually processed nearly 28,000 mailed-in applications across the United States, averaging approximately 330 manual applications per day. Operational planning is currently underway to introduce additional automation into this workflow to reduce manual handling requirements, improve efficiency, and further support long-term scalability.

This ongoing investment in operational optimization helps ensure fulfillment systems continue evolving alongside municipal program growth.

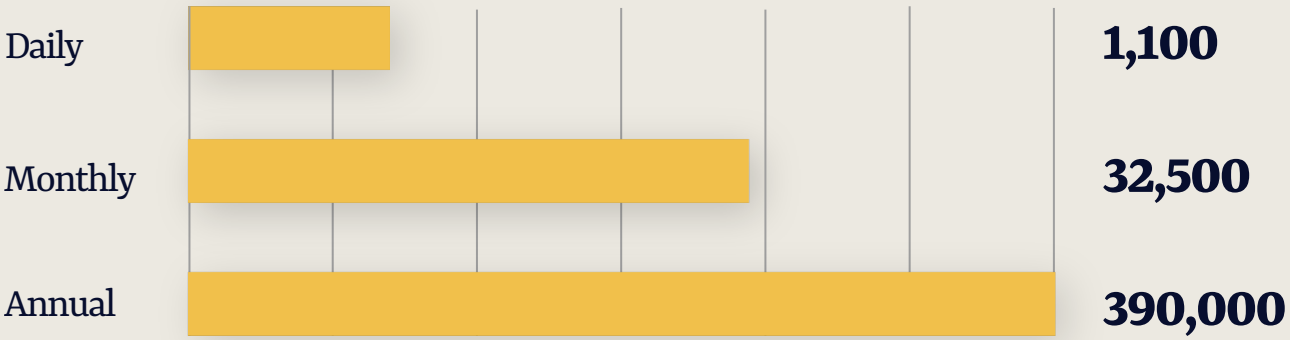
CENTRALIZED

CUSTOMER SUPPORT AS PART OF FULFILLMENT INFRASTRUCTURE

Pet owner support plays a significant role in the overall success of municipal pet identification programs. Questions related to licensing, account management, proof submission, fulfillment status, and lost pet support can create substantial administrative demand, particularly during renewal periods.

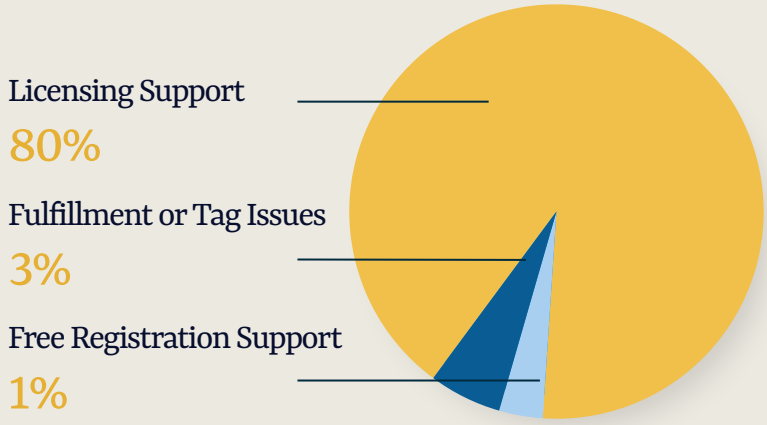
DocuPet's centralized support structure is designed to absorb this operational burden on behalf of partners while providing residents with direct access to specialized support teams.

2025 Support Volumes



Primary Support Categories

The remaining inquiries include account assistance, lost pet support, order management, proof guidance, and escalation handling.



CENTRALIZED

CUSTOMER SUPPORT AS PART OF FULFILLMENT INFRASTRUCTURE

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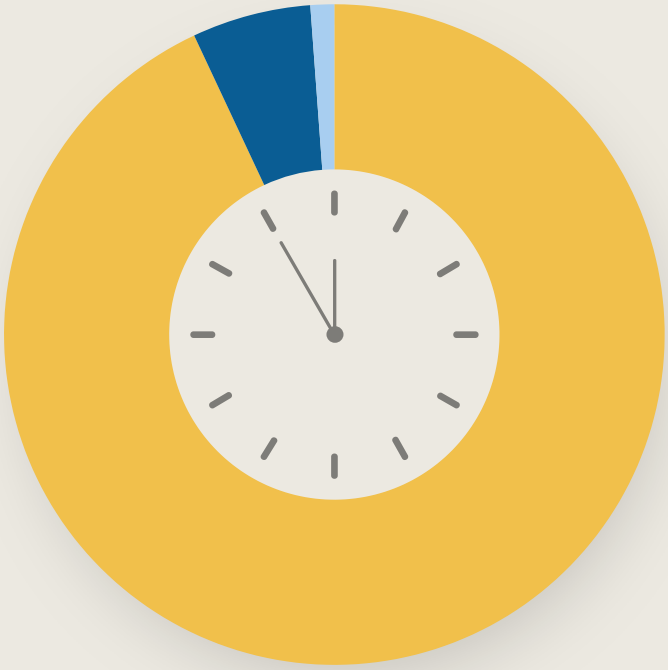
Support Performance Metrics



Support Channel Response SLAs

Email
48 Hours

Phone
2 Minutes

Chat
30 Seconds

By centralizing resident support, DocuPet helps municipalities reduce administrative workload while maintaining a more consistent resident experience.

SUPPORTING

LONG-TERM PARTNER GROWTH 11

Operational capacity is not static. As programs expand and service demands change, fulfillment infrastructure must continue to evolve.

Communities require fulfillment partners capable of supporting:

- Population growth
- Onboarding expansion
- Seasonal licensing fluctuations
- Increased resident expectations
- Evolving operational requirements
- Rising service complexity

Continued Growth

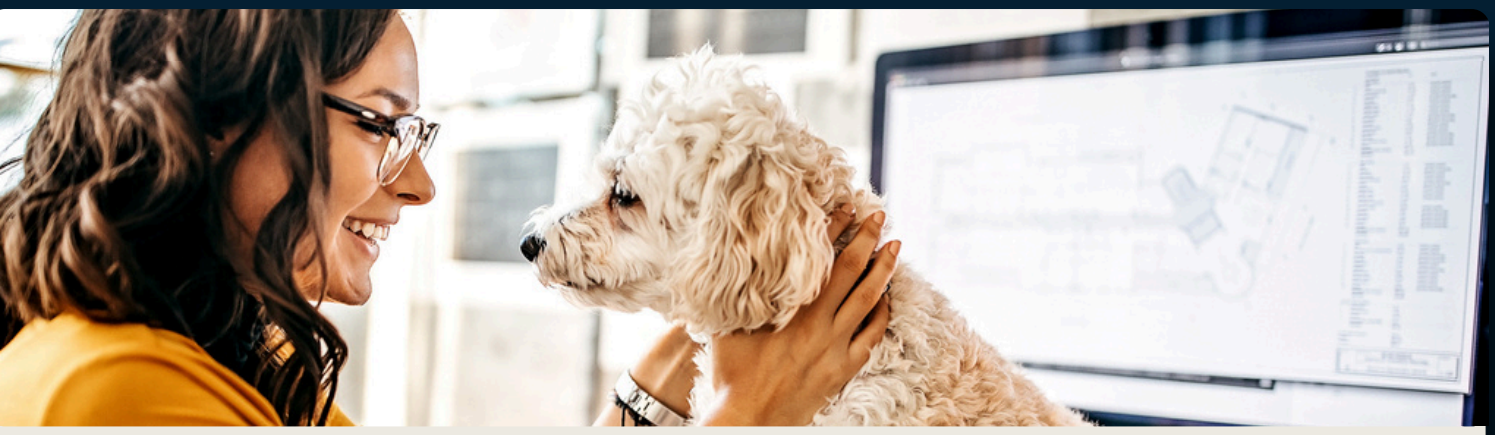
To support continued growth, DocuPet has invested in:

- Upgraded fulfillment equipment
- Scalable staffing models
- Seasonal workforce planning
- Operational automation initiatives
- Workflow optimization projects
- Production improvements

CONCLUSION

Fulfillment plays a critical role in the success of modern pet services programs. From production and shipping to customer support and quality assurance, operational performance influences the experience of every resident, partner, and pet owner served through a program.

As organizations evaluate solutions that will support their growth and service goals, fulfillment infrastructure should be considered just as carefully as technology, reporting, or program features. The ability to scale, maintain quality, and deliver consistently over time has a direct impact on program performance and stakeholder satisfaction.



Every order fulfilled represents more than a transaction.

It represents a commitment to the people and pets who depend on it.

DocuPet's continued investment in fulfillment operations, automation, quality control, and customer support reflects a long-term commitment to operational excellence and partner success.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