

RunLoyal™ launches All-in-one software platform, increasing profitability for pet service business owners

Coming out of stealth mode to support pet business owners during COVID, addressing the great surge in pet ownership across the U.S.

Alpharetta, Dec 29, 2020 ([IssueWire.com](https://www.issuewire.com)) - [RunLoyal](#) announced today that it is coming out of stealth mode to launch its innovative all-in-one software platform, a game-changing technology platform designed to improve the operations & profitability of pet service businesses (i.e. the large and growing market of kennels, doggy daycare, and groomers).

The company raised funding to build a talented team and develop its proprietary software platform, which delivers [friendly mobile solutions, scheduling, payments](#), and the ability to offer a wide range of unique services for its customers. After years of technology development and exhaustive market testing with pet service businesses, the product is receiving rave reviews from **pet business owners** and their customers, **pet owners**. With customers signing up sooner than expected, RunLoyal is proud to announce the formal launch of its all-in-one platform - and the company will invest in accelerating customer acquisition in 2021.

The pet services industry has approximately 130,000 businesses across the United States offering overnight boarding, pet grooming, and daycare services – a \$9 billion market. Including pet food and retail, the pet services market is [approaching \\$100 billion](#). The large market of pet services has been one of the few industries which have demonstrated steady market growth for decades. According to RunLoyal's founding team members, Janakan Rajendran and Jim Ogilvie, "The recent [surge in pet adoptions](#) during COVID, followed by the promising news on vaccinations, will ensure that pet services continue as a booming industry in 2021 and beyond. Those pet businesses with a robust technology platform will be the big winners that can take advantage of the surge in growth".

"The busy pet business owner works 50+ hours a week with their phones constantly ringing, so it is very difficult to scale the business without an integrated software platform. Understanding that delivering quality pet care is their top priority, it is no wonder that many of these businesses struggle to effectively engage with their customers. RunLoyal makes it easy to grow, delivering contactless engagement through the Smart App: remote scheduling, digital agreements, curbside check-in, texting, photo sharing, and mobile payments", cofounder Jim Ogilvie says. The **pet owners** just love the engagement!

The majority of the businesses are using a multitude of 4 to 6 different software systems and struggling to keep up with the growing need of pet owners demanding updates through their mobile devices and across the many social platforms. "We saw an opportunity where we could help those businesses with a fully integrated and easy to use the system, plus a personalized mobile experience for the pet owners that would be a competitive advantage. With our early customers, we see that the **pet business**

owners increase their quality of life and their profitability!”, said founder, Janakan Rajendran.

RunLoyal is an essential platform for the modern pet service business. The solution empowers pet businesses to expand their offerings, extend to multiple locations, and exploit opportunities that were previously unimagined. One [RunLoyal customer](#), Marea White, owner of FidoFido, quotes, “the RunLoyal platform has transformed my business! Now my customers are more engaged, my business is more profitable, and I can retire three other systems. And I love the responsive customer service! Thank you, RunLoyal.”

About RunLoyal

The RunLoyal software platform brings joy to the pet service business owner and their customers! We make pet service businesses more profitable while providing their customers with the highest level of convenience and accessibility. The company provides proprietary, mobile-based, B2B software solutions, delivering state-of-the-art technology and business solutions.

To learn how we can help with your pet business, contact us at 404-998-4491 or info@runloyal.com.

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