

Trust is a must when it comes to our pets!

Bringing a whole new breed of trust to the Sharing Economy

Sharing economy business, PetCloud, now outsources their customer support to RSPCA

- 2 in 3 Aussies are now using the shared economy - Canstar Feb 2017
- Almost half consumers surveyed in recent PwC survey remain concerned about unreliable quality in new online marketplaces

With the online market booming in the APAC region, thousands of travelling Australians are now using the sharing economy to outsource their pet care needs. However, in a recent Price Waterhouse Coopers survey half of consumers are concerned about unreliable quality in new online marketplaces since sharing economy type businesses are essentially self-governed as regulation tries to catch up.

Similar to Airbnb, PetCloud is one example of an Australian national sharing economy website that connects thousands of pet sitters with pet owners who are travelling and need to find care for their pet. Pet Sitters are booked through the website and offer pet care and dog walking from their own home or the Owner's.

PetCloud is taking the lead in Australia on building transparency and accountability with its customers. "At PetCloud, we are seeing people building trust and connections everyday with new acquaintances, whether they are human, or furry", says PetCloud CEO, Deborah Morrison. "The reason is our belief in the "3 Trust Pillars":

1. High Trust the type of Service – They see that it's a safe and worthwhile concept.
2. High Trust in the Support Team – confidence the support team will help if something goes wrong
3. High Trust in the other Party – things like digital verifications of Pet Sitters, to find out if we trust the other person."

"This is vital when it comes to feeling comfortable about leaving a pet that's a member of the family with someone who you have never met in person before."

"There are hundreds of definitions of trust but most come down to a risk assessment of how likely things are to go well, says RSPCA Qld CEO Mark Townend. "Earning someone's trust is about keeping our word, delivering to the standard expected, and following through on actions requested."

"We believe that by working with PetCloud, the RSPCA can bring a more transparent, and accountable service to Pet Owners across Australia. It's a win-win situation for everyone".

End.

For interviews or photos contact;

Deb Morrison, PetCloud CEO & Founder. P: 0466 898 071 E: deb@petcloud.com.au

Website: www.petcloud.com.au Facebook: www.facebook.com/petcloud

Google: google.com/+PetcloudAustralia Twitter: http://www.twitter.com/pet_cloud

Instagram: <https://instagram.com/petcloud> Pinterest: https://www.pinterest.com/Pet_Cloud/

Contacts

Deb Morrison

0466 898 071

mailto: deb@petcloud.com.au