



Customer Experience Workshop

# Keeping Clients Happy Inside and Outside the Waiting Room



# Poll Time!



TYPE IN  
THE CHAT

What do you think is the national average wait time in the veterinary industry?



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# INSIGHTS



According to DVM360, a national study on veterinarian offices stated that clients wait an average of **17 minutes** before seeing their vet.



A study from the Veterinary Hospital Managers Association (VHMA) states 70% of patients become irritated after waiting for just **15 minutes**.



# Why This Matters

Good Customer Experience + Shorter Wait Times = Happy Clients



Good Reviews



Free Promo



Loyalty





Now Let's Get to the Tips!







# Excel At Customer Service



# Tip #1: Excel at Customer Service

*In the U.S., 17% of customers will stop doing business with a company after one bad experience.*

PwC Future of Customer Experience Survey 2017/2018

- Coach staff on good customer service practices
- Offer easy payment methods
- Make sure veterinarians are well informed







# Provide a Hospitable Environment



## Tip #2: Provide a Hospitable Environment

Make people feel at home. Offer refreshments and entertainment for clients and their pets.



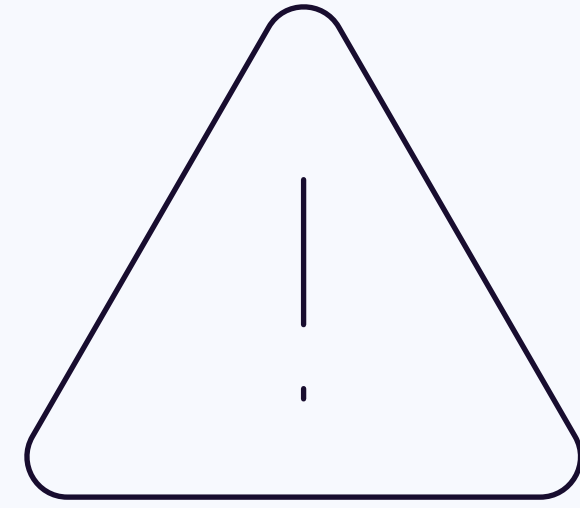




# Limit Walk-In Appointments



## Tip #3: Limit Walk-In Appointments



Walk-in appointments can't be fully controlled since it's hard to predict emergencies, but by limiting walk-ins you can limit delays to your clients who scheduled an appointment.







Make Your Calendar  
Work for YOU



## Tip #4: Make Your Calendar Work for You

### DON'T

Overcrowd your calendar to get as many appointments as possible

### INSTEAD

Track your trends and base your open appointments on that data







# Review Your Process



# Tip #5: Review Your Process

**Step 1:** Have a friend pretend to be a client

**Step 2:** Take them through the entire process of booking to checking out

**Step 3:** Gather your notes and see where you have room for improvement

**Step 4:** Meet with your team to brainstorm solutions





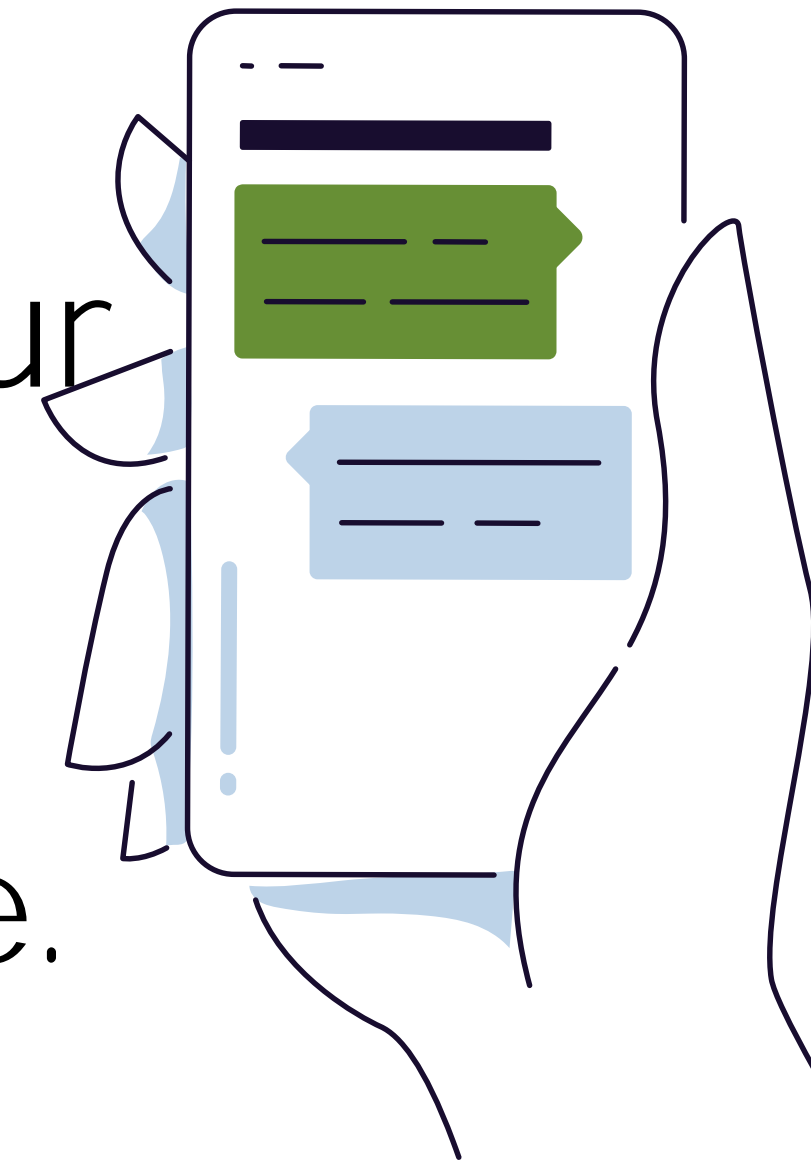


# Relay Delays



## Tip #6: Relay Delays

If your office is running late, text your client to let them know. They will appreciate you respecting their time.



TYPE IN  
THE CHAT

Before I share the final tip ...

Tell us about how long your clients spend filling out paper forms in your waiting room.







# Take Client Information in Advance





# Tip #7: Take Client Information in Advance

Try to provide forms in advance of the client's appointment to create a stress-free visit and a streamlined process!



# [Coming Soon] Online Forms

Reduce waiting room times

Forms can be customized or made from templates

Send forms through text, email, or our PetCare app

Logo and contact info automatically included

Allows your clinic to go fully paperless!



TYPE IN  
THE CHAT

What is one thing you can do this week to improve your clients' experience or reduce waiting room times?



# Questions





# THANK YOU

