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Client service and communication: client retention & strategies for success

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Communication - Knowing Clients and Keep Them Returning for More: The communication for veterinary clinics is unilateral where information is given to the client via email, phone, in person etc. with no response from the client and this is detrimental. With growing competition, veterinary teams need to have more discussions with clients in order to know what clients want and value. Once a diagnosis or recommendation is provided by the doctor, it is important to receive feedback from the client. If the client does not want to proceed, the discussion should continue in order to understand how to better serve the client and provide them with the best information so they are more likely to move forward. This lecture will include a successful step-by-step process to get clients talking to their veterinary team.

Wanted - Happy Clients and a Full Schedule: A decrease in client visits does not have to be a reality for a veterinary practice. By implementing a few simple systems, veterinary teams can ensure a fully booked day. In this session, participants will learn three proven ways to regain control of the appointment schedule while also learning how to build strong relationships with their clients and their patients.

Getting Clients to “Yes” By Communicating Value: Understanding the client’s perception of value of the services provided throughout their pet’s visit is essential in the growing business of veterinary medicine. If clients do not see and understand the value in what we are asking them to do for their pet – why would they move forward? Clients are just like us and want to be sure the money they spend makes sense and there are steps veterinary teams could take to enhance the value. An easy technique will be shared to help teams communicate the value of a product or service using the language clients understand and care about – getting clients from “no” to “yes”.

Attracting New Clients - Getting First Impressions Right Every Time: The telephone is the most overlooked tool in a veterinary practice yet it is the primary mode of communication used by potential clients. Many practice owners will think they have a marketing issue due to lack of new clients when the real problem could be lack of staff training; it’s not just about getting the phone to ring, it’s about turning the caller into clients. After mystery phone shopping over 1000 veterinary clinics, there are certain steps veterinary teams can take to create a strong first impression and attract new client. This session will provide attendees with a scorecard to take back to the practice and help their staff

Optimizing Client Service with Science: While technology has helped with efficiency, progressive client service-based businesses have recognized the importance of personalizing the client experience. The design of client interactions needs to improve for those veterinary hospitals looking to stand out from others and be successful. Behavioral science research provides a framework on how veterinary teams can rethink and improve the client service experience with simple solutions. This session will highlight four of the findings from behavioral science and how they apply in the veterinary practice.

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