

# Good Client Communication Is Good Medicine for Your Clients, Your Patients and Your Practice.

Build Loyalty, Increase Referrals, Improve Treatment Acceptance

Marketing experts agree, being a competent veterinary practice just isn't enough. In this economy, you can't afford to give prospective or existing clients anything less than exemplary customer service. Remember perception is reality. Good care includes good client education. PawsTime client communication programs can help.

In order for your clients to ask about services or to refer family and friends, they must be made aware of the services and products you offer, they must be educated as to the reason they are needed, and then motivated to take action by requesting those services and products, accepting your treatment recommendations or referring you and your practice.

*Clients don't read medical journals* – it's up to you to teach them about new developments in animal health care and how these would benefit their pets. Studies show the more clients know and understand about veterinary care, products and services available the better care they take of their pets.

And by targeting your current clients first you'll encourage client loyalty while increasing the level of overall compliance. By providing this great service, you'll also encourage current clients to refer their family and friends to your practice.

PawsTime's message on-hold products are geared specifically for veterinary practices who want to 1) connect directly to their clients with educational information and relevant treatment recommendations; 2) build their practice by promoting new services and technology and 3) leverage their marketing dollars in a cost effective way.

Targeted internal marketing efforts are not only critical to the financial success of your practice, it's also good medicine. The better educated your clients are, the better decisions they make about their pets healthcare.



## AT&T

- Silence on-hold is the #2 complaint callers have about phone systems; 2nd only to busy signals.
- 60% of callers placed on-hold to silence will hang up
- 30% of first-time callers who hang up to on-hold silence will not call you back

## Sales & Marketing Mgmt Magazine

- 88% of callers prefer on-hold messages over both music and silence
- 15-20% of people that hear messages on -hold do something positive with the information, such as ask about a treatment or service, schedule an appointment or tell a friend

## Stanford Research Institute

- The average client in your practice can't name 3 services you offer other than what their pet has been in for. For clients to refer effectively they must be made aware of all the services you offer (laser, boarding, etc.).

## Inbound Telephone Call Center

- 94% of all marketing budgets are spent on inducing a customer to call
- Only 6% of the budget is spent on handling the call once it is received.

## Diane Derval, DervalResearch

- Consumers are twice as receptive to messages while waiting, because they consider them to be entertaining in this context
- 40% boost in client retention with wait marketing
- 27% more inquiries and requests for treatments and services with wait marketing



*PawsTime is The Right Choice for Your Clients and Your Practice.*

Call 877-516-8220 for more information  
or visit us at [www.pawstime.com](http://www.pawstime.com)