

Client Retention and Appointments

A PetDesk Case Study

How this veterinary hospital grew revenue by getting 56% of clients back in the door

The Problem: Clients were not sticking with the practice

Dr. Woods had a problem with client churn. She was able to attract a lot of new clients but existing clients weren't coming back. This is a common problem when you have clients who just come in for a vaccine or a one time service. Some of these clients may have forgotten their next check-up, forgotten that they were their vet, or just had veterinary care as a lower priority.

“ *67% of the pets in my practice are not getting all the proper care they need.* ”

The Solution: Providing value with an app and better reminders

Dr. Woods had to better retain clients and get them back in the office within 18 months. So, she switched her reminder system to PetDesk and started offering her clients a free mobile app. The app gave her clients one place to go for their pet's needs. The reminder system more effectively reached her clients because of its mobile-first approach.

The Result: Clients come back in after first visit

The switch to the PetDesk App and Reminder System resulted in 1,005 more appointments in the year. Repeat appointments per client in an 18 month period greatly increased as did the recovery rate of lost clients. This was a huge help since fewer new clients were added that year.



27%

INCREASE IN APPOINTMENTS PER CLIENT



56%

INCREASED RECOVERED CLIENTS



35%

INCREASED ANNUAL APPOINTMENTS