

# Convenient Client Mobile App

## A PetDesk Case Study

*How a clinic saved time and improved client bonds by adopting an app*

Albert North Veterinary Clinic (ANVC) has always focused on keeping clients engaged and satisfied. In fact, Jennifer Oldfield, their Marketing Manager, describes part of her job as seeking out and managing anything “that bonds [our clients] to us.” The clinic is accustomed to adopting and implementing initiatives that drive client engagement.

So it's not a surprise that when this clinic implemented PetDesk and its customizable loyalty program in November of 2018, they quickly saw results. ANVC not only strengthened their bond with clients, but their time spent booking appointments over the phone was reduced by more than 20%.



### The Problem: Changing



client expectations  
too many phone calls

Clients are harder to keep than ever in a landscape of increasing competition and changing consumer preferences. ANVC understood that retaining clients required more than maintaining efficiency and practicing the standard of care fitting for an AAHA-accredited hospital.

Always monitoring hold times and talking to clients, Jennifer understood that they had to adjust their communication and client management strategy to stay at the top of their market.

What clients needed was streamlined communication and easy client access through mobile channels — text and an app. ANVC began shopping for a new reminder system that could communicate in mobile channels and host their already successful loyalty program without significant changes.

### The Solution: A client app that



meets client expectations and boost  
staff efficiency

Jennifer and her team implemented PetDesk for two key reasons: the mobile app and texting capabilities were exactly what they were looking for, and the loyalty program was the only one that could be customized to their specifications.

“*It is easy to explain to anyone that wants to make their life easier, which is anyone.*” Cass, Front Desk


During implementation, the practice staff recognized the impact that the app could have on client behavior, and therefore they discuss the app and its benefits to every client that comes through the door. Cass, at their front desk, explains, “There’s less talking on the phone to people. They just put their stuff in, and we just do it.”

Jenn was thrilled when clients and her team took to the new system like fish to water.

“*In some ways, I was surprised at how many people utilized it at first. But I have the app on my phone, and when you look you see how easy it is*” Jennifer, Marketing Manager

According to Jennifer, clients are so happy with the app and loyalty program that they “sell it themselves” to other clients in the waiting room and regularly mention the app and loyalty program in online reviews.

This engaged clientele unlocked another benefit for the practice: new and huge time savings. Their clients' speedy adoption of the new digital communication channels meant that the hospital's front desk saw an astonishing reduction in incoming health service appointment calls and outgoing mailed reminder notices

 **The Result:** High rates of app usage, engaging loyalty program, means app time savings

“We do get a lot of calls, and some days it’s crazy,” Jennifer said, “but we get a lot of prescription refills and appointment requests through PetDesk, which is extremely helpful for the reduced number of phone calls.”

“*From the clients' perspective, it's a very big convenience factor*” Jennifer

Eleven months after implementing PetDesk, nearly half of their active clients have downloaded the app. And they use it, too! In October 2019, of all the clients who scheduled an appointment after a health service reminder, a full 62% did so digitally instead of picking up the phone. Now, not only are more clients scheduling health service visits, they are doing it in a way that keeps the clinic running productively.

Looking back on the decision and the success of implementation, Jennifer is no longer surprised at her clients' adoption of the new system. “From the clients' perspective, it's a very big convenience factor.”



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DOCTOR PRACTICE



46%

CLIENTS USING THE APP



62%

HEALTH SERVICE REQUESTS ARE DIGITAL