


# Retention Revenue


## A PetDesk Case Study

*How this practice increased annual revenue by \$225k+ with engaged clients*

 **The Problem:** High no show rate, low compliance, and staff exhaustion leading to revenue leakage


A San Diego Animal Hospital is a full service animal hospital in Downtown San Diego. They have a staff of three full time veterinarians, three technicians, and two receptionists who provide services for over 7,000 active clients and 10,000 pets.

The doctor-owner and his staff at the clinic had tried all of the client communication software solutions out there. Unfortunately, none of them seemed to make a material impact on their business. The practice was doing well but after digging into the key business metrics, the doctor knew his no show rate was too high, not enough clients were coming back in, and his staff were overworked and stressed out.

 **The Solution:** Implementing a client communication system that reaches and engages clients

The San Diego Animal Hospital implemented the full PetDesk Solution – apps, email, text, appointment reminders, health service reminders, and the rest. By taking a mobile first approach, the clinic was able to reach many more clients and better retain them over a two year period.

The easy to use system also lightened the workload for his staff and they were able to devote more time to clients in the office, delinquent clients, and tasks that grew the practice

 **The Result:** No show rate dropped, more time for staff, more revenue

The doctor-owner saw immediate results in the decrease of no shows and increase in appointments. Clients also embraced the app and after a year more than 1,000 clients had downloaded the app and were requesting appointments without creating more phone calls for the staff.

“*Over the past year we’ve seen no show rates fall from 11% to under 3%. PetDesk has paid for itself 10 times over and more.*” **DVM & Owner**

The practice was able to generate over \$200,000 in increased revenue and saw improvement in all areas - especially staff and customer happiness.



**565**  
STAFF HOURS  
SAVED



**1538**  
INCREASE IN  
ANNUAL  
APPOINTMENTS



**\$225K**  
INCREASED  
ANNUAL REVENUE