

Two-Way Messaging Saves Time

A PetDesk Case Study

How a practice saved their team hours by moving callbacks and confirmations to text

The Problem: More calls means leaving and receiving more voicemails

Like thousands of other veterinary practices, Care-Pets Animal Hospital primarily communicated with clients about their pet via the phone. More than 70% of confirmation, pet update, and test result phone calls were going to voicemail, and very few of those were getting responses.

Todd, the long time practice manager, was intrigued by the efficiencies that the PetDesk App and Two-Way Messaging could bring to his practice. The app offers clients access to their pet's health records, and Two-Way Messaging would allow him to replace the phone as the primary channel for callbacks, patient updates, and other outbound phone communications.

The Solution: Less time on the phone, more time to connect with clients

Mere days before COVID-19, the practice was up and running after a quick, customized training and set up by the PetDesk Team with the core PetDesk dashboard and Two-Way Messaging. "The setup process was easy as pie!" said Angel, who helped implement the software.

As the practice adapted to curbside appointments, the entire staff was glad to have Two-Way Messaging enabled to manage their call volume with an easy to use tool.

"In just a couple of clicks, a message goes out to the client. It is so much faster than the old dialing process, leaving a voicemail, and then maybe getting a callback."

The Result: Dozens of hours savings per month

“*Two-Way Messaging has saved our team so much time for callbacks and confirmations!*”

The staff estimate that Two-Way Messaging alone saves at least two hours every day, if not more. Negative fecals, callbacks, and patient pickups, all now get a text instead of a call. Before, 30% of phone calls reached the client, now 80% of text messages are answered by clients, often within minutes.

Plus, automated communication has been another source of time savings. In the month of September, the team saved 19 hours with the help of PetDesk automating confirmation phone calls via text and email.

This time savings - plus the appointments generated by PetDesk health service reminders - generated a total of \$163,260 incremental revenue over Care-Pets Animal Hospital's first 7 months with the new system.



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HOURS SAVED PER WEEK BY TWO-WAY MESSAGING



19

HOURS SAVED PER MONTH WITH AUTOMATION



+\$163k

INCREMENTAL REVENUE OVER 7 MONTHS