

# Two-Way Messaging Saves Time

How a practice saved their team time by switching manual callbacks and confirmations to text

## Clinic Overview

Care-Pets Animal Hospital, located in Sellersburg, Indiana, is a mixed animal veterinary practice offering a variety of services including diagnostics, surgery, dentistry, and laser therapy. With so much activity happening at the hospital on a day-to-day basis, Care-Pets needed a partner that could provide time-saving relief for their staff and increase their efficiency so that they could provide exceptional care for clients and their pets.

## The Problem: More phone calls means leaving and receiving more voicemails

Like many veterinary practices, Care-Pets relied on phone calls as their primary method of communication with their clients to relay information such as pet health information updates, appointment reminders and confirmations, and test results. Of these phone calls, more than 70% went straight to voicemail, with very few callbacks from clients.

Upon learning about PetDesk, Care-Pets' longtime Practice Manager, Todd, found that PetDesk's mobile app and Two-Way Messaging capability could bring significant positive changes to his practice in how they communicate with clients. For one, the mobile app would offer Care-Pet clients access to their pets' health records instantly, and the Two-Way Messaging capability would allow his staff to replace outbound phone calls and help eliminate unreturned voicemails.

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

*- Todd, Practice Manager*



12 Hours Saved Per Week By Two-Way Messaging



19 Hours Saved Per Month with Automation



+\$163k Incremental Revenue Over 7 Months



80% of Text Messages Are Answered by Clients, Often Within Minutes

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

With just days before COVID-19 impacted the U.S., the Care-Pets staff received a speedy, customized training session with the PetDesk team, and the practice was up and running. "The setup process was easy as pie!" said Angel, Lead Veterinary Technician at Care-Pets.

As the practice adapted to curbside appointments, the entire staff used Two-Way Messaging to manage their call volume with the easy-to-use tool.

## The Results: Multiple hours of time-savings each month and a significant ROI

Before PetDesk was implemented, only 30% of phone calls reached clients without having to leave a voicemail. Now, with PetDesk's mobile app and Two-Way Messaging capability, about 80% of texts are answered by clients within minutes. What's more is that the Care-Pets staff estimates Two-Way Messaging alone saves at least two hours every day for a total of 12 hours per week.

Automated communication for appointment reminders and confirmations via text and email has also saved the staff time in order to provide better care for their clients' pets. In just one month, the Care-Pets team saved an astounding 19 hours!

Within just the first seven months of using PetDesk, these significant time-savings capabilities generated a total of \$163,260 incremental revenue.



"In just a couple of clicks, a message goes out to the client. It is so much faster than the old dialing process."

- Angel, Lead  
Veterinary Technician

## About PetDesk

Since 2013, PetDesk has been leading the veterinary industry with client engagement software that helps practices streamline their business and connect with clients across the U.S. and Canada. With easy-to-use software solutions and a 5-star rated Pet Health mobile app, PetDesk is committed to helping pet care providers communicate more easily with Pet Parents to stay current on their pet's health. Better communication means pets can live long, happy and healthy lives.