

Team Training & Implementation of a one-to-one client/DVM bonding initiative to focus on improving client retention

Associate Veterinarians

Explain the retention issues and concerns and invite conversation

Explain the purpose for the individual business cards and the scenarios in which they are expected to present them to clients

If email has not previously been used to communicate with clients, expectations regarding timeliness of response will need to be defined

Recommend each associate partner with another veterinarian in the practice whom they will recommend to clients when they are unavailable

Follow up to ensure compliance with new protocol

Technicians/Assistants

When a follow-up appointment needs to be scheduled:

Schedule the appointment in the exam room to ensure that the pet will be seen by the same veterinarian

Personally escort the client to the front desk and "hand off" to a receptionist by saying, "Susan, this is Ms. Jones and Max. Max needs to see Dr. Felgo again in 2 weeks - could you please schedule that appointment?"

Receptionists

When clients call for appointments

Make sure to have their information pulled up on the computer and immediately check to see which veterinarian they saw last

Don't leave it up to the client to figure out who they want to see or when they want to come in. Instead say, "Dr. Felgo has an opening this Thursday at 10am, does that work with your schedule?"

When clients are in the practice and need to schedule another appointment

Automatically schedule with the same veterinarian

Don't leave it up to the client; offer them a specific day and time and let them decide. For example: "If Wednesdays work well for you, Dr. Felgo has an opening two weeks from today at 2pm. Does that work with your schedule?"