



BEEVET Animal Hospital

CASE STUDY

SUMMARY

BEEVET Animal Hospital uses VitusVet Connect, a two-way text and picture messaging platform, to reach more clients in an effort to improve client communication and increase client loyalty using a system that both they and clients find easy to use.

CHALLENGE

Consumers have many options when it comes to choosing veterinary practices, especially in well-served markets like Austin, Texas. As one of 16 AAHA accredited practices in the area, BEEVET Animal Hospital was looking for ways to set themselves apart from the competition. Consumers are continuing to shift towards more modern forms of communication, with 89% saying they prefer to text businesses for inquiries, services, or appointments. In fact, the average consumer will open a text within 90 seconds of receiving the message.* This trend led BEEVET Animal Hospital to choose VitusVet.

GOAL: To streamline communications between clients and practice staff while increasing client loyalty.

SOLUTION

VitusVet Connect, two-way text and picture messaging

IMPACT

With the VitusVet platform, communication between pet owners and staff has become more efficient, resulting in better informed and happier clients.

BEEVET Animal Hospital's Practice Manager, Jenn Gotway, believes that implementing VitusVet has also increased client loyalty.

One element of VitusVet that Jenn found helpful was implementing VitusVet Connect, which converts practice landlines to a system capable of sending and receiving two-way text and picture messaging. This feature allows staff to send surgery instructions and inquire about the status of their patients via text rather than making phone calls. Additionally, the two-way text and picture messages can be automatically imported into the practice's PIMS, so that a patient's information is always up-to-date. This streamlines communications and saves staff precious time when transcribing notes on patient status.

"VitusVet Connect is super useful. The fact that it integrates into our practice landline lets multiple members of our practice communicate from a single account so they don't have to give away any personal info," said Jenn Gotway, Practice Manager, BEEVET Animal Hospital. "It's also how our clients prefer to hear from us which in turn helps us take better care of our patients."

*www.textrequest.com/blog/how-many-texts-people-send-per-day/