

## CASE STUDY

### SUMMARY

Crossroads Animal Hospital uses the VitusVet Communication Platform to improve their client services. By making it easier for clients to schedule appointments and request prescription refills, their staff has had more time to devote to customer service, allowing for more face-to-face interactions with clients when they visit the practice.

### CHALLENGE

Crossroads Animal Hospital was looking to provide the highest quality care to their patients. As an AAHA accredited practice and one of five veterinary practices in the area, staff spends a lot of time devoted to scheduling appointments and handling prescription refills over the phone, limiting their face-to-face interactions with clients in the office. As more consumers shift towards more modern forms of communication, with 89% saying they prefer to text businesses for inquiries, services, or appointments,\* Crossroads Animal Hospital chose VitusVet to handle their communication needs.

**GOAL: To streamline communications between clients and practice staff in order to devote more attention to patients in person.**

### SOLUTION

VitusVet's Communication Platform

### IMPACT

With the VitusVet platform, communication between pet owners and staff has become more efficient, resulting in staff devoting more time for face-to-face interactions when clients bring their pets in.

**Crossroads Animal Hospital's owner and veterinarian, Kelsey Hanson, believes that implementing VitusVet has increased client satisfaction.**

One element of VitusVet that Dr. Hanson found that clients liked was VitusVet's Connect feature, 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 allows us to offer better customer service to our clients. With our receptionist spending less time on the phone, more time can be spent on face-to-face, undivided attention that shows our clients how much we care,"** said Kelsey Hanson, DVM, Crossroads Animal Hospital. **"The Connect feature allows us to reach our clients on their terms, which has resulted in a better experience overall."**

\*[www.textrequest.com/blog/how-many-texts-people-send-per-day/](http://www.textrequest.com/blog/how-many-texts-people-send-per-day/)