



CASE STUDY

# HousePaws Mobile Veterinary Service

## SUMMARY

HousePaws Mobile Veterinary Service uses the VitusVet Communication Platform to streamline their communications and improve their client services. By making it easier for clients to make appointments and access their records, their staff has been able to increase client loyalty, and build long-lasting and trusting relationships using a system that both they and clients find simple to use.

## CHALLENGE

For mobile veterinary practices to be successful, practices need to not only be organized but also take pride in their client services. As a mobile practice, HousePaws Mobile Veterinary Service was looking for ways to meet clients on their terms. As consumers shift towards more modern forms of communication, with 89% saying they prefer to text businesses for inquiries, services, or appointments\*, HousePaws Mobile Veterinary Service chose VitusVet to handle their communication needs.

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

## SOLUTION

VitusVet's Communication Platform

## IMPACT

With the VitusVet platform, pet owners are able to reach vet staff based on their preference of communication, resulting in more efficient engagement between them and vet staff, leading to better informed and happier clients.

**HousePaws Mobile Veterinary Service's veterinarian and owner, Dr. Lisa Aumiller, believes that implementing VitusVet has increased staff accountability.**

One element of VitusVet that Dr. Aumiller finds helpful is the VitusVet dashboard, which gives the practice in-depth insights regarding the performance of the platform. The VitusVet dashboard allows you to monitor all communications going out to clients on behalf of the practice. This includes upcoming service reminders, appointment confirmations, and much more!

**"With the ability our clients have to access their pet's medical records through the app, VitusVet has increased the visibility of our record keeping and brought our team to a whole new level of accountability,"** said Lisa Aumiller, DVM. **"Our clients really appreciate it."**

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