



Crossroads Animal Hospital

For a bustling practice in an active college town, Crossroads Animal Hospital counts on Text to Pay to help keep their days running smoothly.

For 20 years, Crossroads has been taking care of pets in Oxford, Mississippi and they have no plans of slowing down. During the pandemic, their practice stayed just as busy as ever. In fact, their business grew with the rising boom of “pandemic pets.” This 6 doctor practice also offers boarding, doggy daycare, and grooming services on top of being an animal hospital.

With the constant flow of activity and patients, Crossroads is able keep up with the help of Text to Pay. Practice Manager Amanda says Text to Pay has been a beautiful thing to have and her staff loves it! “We use it whenever we can!” The staff has found that it is not only a convenience to their clients, but it’s been very beneficial in helping them understand their bill.



“It’s a great way [for clients] to see what the total is beforehand,” Amanda told us. Because their clients are receiving their total before pickup, it allows them time to not only know their charge, but understand it and prepare any questions. “Pet owners feel like they’re being paid attention to,” Amanda said. It also reduces uncomfortable conversations. “On the off chance that a credit card is declined, it’s happening through the privacy of their phone rather than at the practice in front of others -- reducing stress not just for the client, but our front desk staff, as well.”

Text to Pay also allows Crossroads to accept American Express, which they weren’t able to do before.

An unexpected plus for Crossroads is that with Text to Pay, their afternoons, previously their busiest time of the day with doggy daycare pick up usually occurring from 4-6pm, are running a lot more smoothly. And because Text to Pay can also be used to pay for products and prescription refills, that also saves time.

Like most clinics across the country, Crossroads is utilizing curbside checkout to enforce safety for their clients and staff. However, they plan to continue use contactless payments once clients and pets can come inside again because Text to Pay has allowed for such seamless transactions.

At the end of the day, Amanda and her staff are thrilled to give clients an easy, convenient way to make sure their pets are getting the care they need.

