



CUSTOMER CARE INSIGHTS



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The Vet CX Customer Care Insights program will allow you to discover what your customers are experiencing when they contact your practice by phone.

Members of the program are mystery shopped each month and presented with scenarios which are not a clinical emergency but should always lead to the offer of an appointment. The monthly results are benchmarked against your direct competitors, as well as state and national averages.

Each call recording is also provided as a coaching and development tool for your staff. Vet CX actively partner with you throughout the program to support you to target customer experience improvements.

DO YOU KNOW
WHAT YOUR
CLIENTS
EXPERIENCE
WHEN THEY
CALL YOUR
PRACTICE?

MEMBERSHIPS OPTIONS

Month-to-month inclusions:

- Recordings of four mystery shopping calls each month.
- Customised customer scenarios based on category of practice.
- Opportunity to customise scenarios for seasonal promotions (e.g.: focus on dental).
- Detailed report on key elements of customer experience.
- Benchmarking against direct competitors, state and national averages.
- Quarterly reviews with your Vet CX Success Manager to ensure you are extracting the most value from the program.

Annual membership inclusions:

- All month-to-month inclusions plus:
 - Customised competitor scenarios to capture data like price points or service offerings.
 - An annual 30-minute virtual training or coaching session to be used at your discretion.

Month-by-month membership: \$249 per month (Monthly direct debit.)

Annual membership: \$2,739 per annum (Prepay for a discounted rate of one month free.)



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[WITH A FREE TRIAL.](#)

