



VetnCare Uses Intelligent Two-Way Text Messaging to Handle Spiking Call Volume

Introduction

At the onset of COVID-19, vet clinics upended their communication models for new contactless guidelines. Suddenly, what was once face-to-face or over-the-counter conversations had to be managed with a phone call or in a parking lot. Phone lines rang nonstop. New safety procedures in a very personal and high-touch industry left pet owners frustrated by their now less connected interactions with their veterinarian and staff.

In April of 2020, the American Veterinary Medical Association conducted a survey to discover vet clinics' strategies for addressing COVID-19 safety protocols. AVMA found the most common operational approach was curbside care, with virtual patient history gathering and drive-thru pickup and drop-off not far behind.

However, these forward-thinking solutions are not dependent on COVID-19. In a study conducted by Medallia Zingle, 77% of customers agree that in the future, the amount of in-person interactions will factor into whether they'll visit a business.



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Communication Breakdown from Waiting Room to Parking Lot

VetnCare is a San Francisco Bay Area company that gives administrative, operational, and HR support to local veterinary clinics. In short, they help veterinarians focus on what's important: excellent care towards both pet and pet owner. Currently, they are supporting 13 vet clinics with plans for more expansion. And it's no surprise why. With animal shelters reporting a huge spike in adoptions over the last six months, vet clinics need all of the support they can get.

As COO of VetnCare, Brian Cuda is in charge of administrative and operational processes. His background helps him spot areas for improvement in the veterinary space others might not.

"The smaller veterinary clinics didn't have the resources to navigate the complexities of early-stage COVID-19 restrictions. We could because we had the resources, so

we were picking up more and more new clients every week," Brian tells us. "But contactless created an initial communication barrier. Clinics would have numerous clients in the parking lot, both wanting and needing to talk to the front desk. Customers could no longer look across the waiting room and have a simple conversation about their pet's status. Now they had to pick up the phone or wait for staff to walk out to the parking lot and talk through a cracked window."

After social distancing went into practice, the vet clinics they worked with saw call volume went up by 50 percent on average which equated to an additional 20 to 30 calls per day. Brian realized they needed a solution: A two-way messaging platform that would streamline communication between pet owners and staff in a completely new way.

Automations Deliver Real-time Text Messaging

It quickly became apparent that not all messaging platforms are created equal. Some were wrapped in another bundle; others weren't reliable enough.

"When we looked at Medallia Zingle, it seemed more streamlined than others and had interesting opportunities with pre-built templates for automated responses that could be easily replicated to other clinics. The platform's functionality also aligned with our need for reliable real-time messaging."

He also noticed it was the only platform to come with keyword curbside automations templated and ready

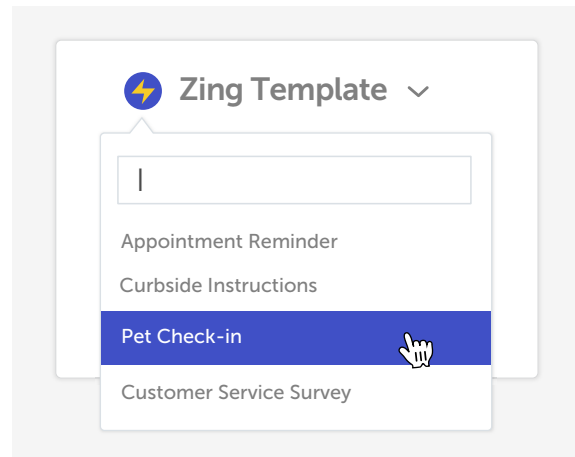
for immediate use. All VetnCare had to do was input their specific location details and build out the "Zings."

Zingle's automations, or Zings, are a powerful way to automate customer responses, improve customer engagement and response time, and free up additional bandwidth for vet staff. They're also great for ensuring brand consistency across VetnCare's locations.

"The Zings templated setup showed us that Zingle is going in a direction that suited our business model," Brian explains.

Easy Deployment Across Multiple Clinics

Once he chose Zingle as their two-way messaging platform, he didn't have just one clinic to set up, but 13. Thankfully the process, like the platform, was an intuitive experience. Brian worked with his Customer Success Manager to build out the first clinic as a blueprint, or guinea pig for vet humorists that could be efficiently executed across the other locations. Their Zing templates solidified workflows that were then rolled out to a new site every two weeks.



The Impact of Reducing Call Volume

"Each VetnCare location is sending and receiving around 150 texts per day, equating to 30-40 calls that could have otherwise been a source of frustration for our clients every day," Brian tells us. "For our clinics, a phone call is never less than five minutes. Ever. Sometimes, they're 15-20 minutes. You can do the math from there on the efficiencies and improvements in client experience and engagement."

"Zingle's messaging platform is the equivalent of having more than one extra full-time person at the front desk," he says. "From the client service perspective, it pays dividends." As of now, Zingle deflects at least 50% of the increase in call volume caused by COVID-19 social distancing.

"Our front staff was consistently asking for help on being more efficient and effective. Frequently, clients were frustrated before we were even able to connect with them. A common greeting became, 'I was in the parking lot 20 minutes and nobody has assisted me,' but not anymore. Staff stresses around phone communication, and curbside interactions have certainly diminished," Brian says.

Not only that, watching the inbox on a manager-level has given VetnCare the knowledge of a mystery shopper without having to pay for the additional service. "The timestamp allows a remote operator to connect reality as opposed to staff's perception of what's going on. Having that record means you can see what's happening and work on improving client interactions."

Endless Future Use Cases

This is just the beginning for VetnCare. With his visionary outlook, Brian is excited to explore other opportunities for leveraging Zingle across his locations.

Next on his to-do list is transforming VetnCare's HR process. "Something I've always wanted is a text system that fills shifts whenever an employee calls out and needs someone to cover their shift," Brian explains. "We could use Zingle to notify the specific segment of staff that is qualified to cover that shift. With one simple text, we can reach out to the entire team to get the shift filled. That's much more efficient than calling 20 people one by one."

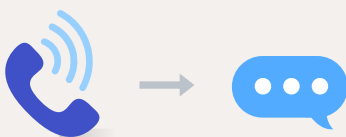
He would also like to simplify invoicing. "Here's another one that would be magical now that it's a contactless world: Once a transaction ends, staff can drop a hyperlink to the invoice into the conversation with instructions on how to process payment."

The possibilities for VetnCare are endless. With Zingle, they'll offer timely personalized service, increase efficiencies across locations, and enhance the customer experience.

By the Numbers

50%

Zingle deflects at least 50% of the increase in call volume caused by COVID-19



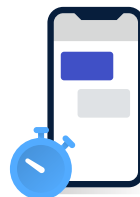
1 Additional FTE per Clinic

Zingle's messaging platform is the equivalent of having one+ extra full-time person at the front desk.



20 Minute Delays Eliminated

Curbside assistance went from 20 minute delays to immediate greetings with texting.



150 Texts Daily

Approximately 150 automated and staff initiated texts per day now replace more than 30 phone calls each lasting up to 20 minutes.

About Medallia Zingle

Medallia Zingle empowers businesses to engage, support and respond to customers in more meaningful and impactful ways. Zingle's customer engagement platform combines artificial intelligence and machine learning with workflow automation and mobile messaging, allowing brands to easily deliver exceptional customer experiences in real time. Leading brands across different verticals, including hospitality, food & beverage, retail, and more, use Zingle to increase efficiency, improve operations and delight their customers. Zingle is a division of Medallia, the pioneer and market leader in experience management. Find out more at zingle.com.

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