

The same, but different...

Welcome to the summer edition of Footfall.

The more eagle-eyed of our regular readers may notice that we've shrunk a little in size. We've found that as more of you get in touch to get us on your case, we've had more and more that we want to say. However, we know that there's a limit to how much we can share with you at once, so we've kept all the nitty gritty stuff online for you to peruse at your leisure: www.onswitch.co.uk

That leaves us free to bring you the bitesize pieces we know you like best – the practice case studies and our monthly must-do. We know you're busy, but we also know that you want the best for your business. So, if you do only one thing different this month, we heartily recommend we stand in your town and ask pet owners what they think about you – this is:

Onswitch VoxPop

Get **£100 off** the usual price of **£949+VAT** when you book your practice quoting this code: **OS001***.

We'll speak to local pet owners and discover what they really think about your practice

So if you're ready to be the same, but different, too, then get in touch. With the knowledge that VoxPop brings, we'll help you get the most out of your staff, strengthen your reputation and provide excellent service to clients old and new.

*valid until the end of August 2010

This summer, be brave. Be different. Be Onswitched.

Behaviour Changing
Market Intelligence



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Re-focusing priorities at Struthers and Scott



Stacy Gamble, Practice Manager at this busy Perthshire mixed practice needed some help getting the business to pull its focus back to the big picture.

"We were all so busy doing our day jobs, that we had lost sight of the opportunities open to us – future developments, cost savings, improvements to ways of working and so on. The Onswitch team spent time with each of us, speaking to every member of the team to understand their perspective and really get to grips with how our practice works, from all angles. This meant that everything she suggested was relevant, with the hands-on Onswitch approach allowing us to involve everyone from the very beginning, so the whole team is fully on board with where we are going."

The Onswitch team helped the practice develop a cohesive management plan,

putting in place regular meetings and progress updates. Mystery Shopping highlighted further areas for improvement, with Onswitch developing a programme of ongoing client communication"

"Involving Onswitch was a turning point for our practice" Stacy adds. "The Onswitch team has been brilliant, and is always there if we need anything at all. Onswitch helped us determine a very clear development strategy, and showed us that processes and planning can be fun and effective!"

We have grown as a practice since the Onswitch team have been helping. They have given me confidence in myself and my decision making abilities. It has been a fantastic learning experience for the whole team. A big thank you from all of us."

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Marketing more effectively at Ark House



When Kate Semple, the owner of Ark House Vets in Leighton Buzzard, saw the Onswitch team speak at a seminar, she was intrigued. When her staff later returned from a marketing forum hosted by Onswitch, full of ideas and enthusiasm, Kate asked a couple of practices that she knew had worked with Onswitch for their feedback. With their glowing recommendations, Kate knew she had found her new marketing partner.

"Our practice is doing well, but I just felt that I could do more to make our advertising and promotions work together" explains Kate. "The Onswitch team pulled together a regular programme of newsletters and posters, which they now manage for us. It works for me because

they just get on with it – they challenge me to think differently about the practice and have shown me how some small changes can make a huge difference. In fact, the changes they have helped us to achieve have more than paid for their fees"

Ark House are on the Onswitch Plan, which means that an account manager visits regularly and assesses the practice health using a Balanced Scorecard – the data produced informs the strategic development of the business. Kate concludes, "The 'homework' we do between visits has been very illuminating! I would not hesitate to recommend Onswitch to anyone who wants to boost their business - for us the results speak for themselves."

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