

The nights may be drawing in, but that's no excuse for your practice to stay in the dark. Onswitch has already helped hundreds of practices spotlight areas of their business where more could be done to satisfy the needs of clients, old and new. Because once you deliver exactly what they want, more and more pet owners will come through your doors. It's such a critical area for practice success that we even named this brochure after it. Footfall. See?



Take the **onswitch** Challenge

Here's how it works.

You pay us £500 +VAT* (which is half the usual cost. Bargain.).

Our Mystery Shoppers make 10 phone calls to your practice with routine enquiries.

We record the calls and measure how many end with the offer of an appointment.

If it's all 10, you get your money back, along with a slightly smug feeling.

If it's less than 10, you'll still get detailed feedback on your customer care for half the usual price, as well as the original recordings in an MP3 file.

*valid until the end of November 2010

So if your ready to take the challenge, get in touch. We dare you.

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Behaviour Changing
Market Intelligence



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Great news for Onswitch customers.

Buy any Onswitch product or service* by end of October 2010 and get a £100 voucher of any CPD Solutions course.

*purchase must be over £500



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footfall

Autumn 2010

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Take the **onswitch** Challenge and get £100 CPD Solutions voucher

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NuVet, One year on

Practice+ delivers best practice



NuVet, growing steadily one year on



In our Autumn 2009 issue (available online www.onswitch.co.uk), we featured the launch of NuVet in Peterborough. Onswitch helped owner and senior vet Marwan Tarazi develop the branding for his new venture, as well as managing the marketing communications.

Well, a whole year has gone by, and the practice really has gone from strength to strength, as Marwan explains. "I can honestly say that NuVet has achieved more in its first year than I ever imagined, and a huge part of that has been down to the solid groundwork that Onswitch put in. They developed a sound brand framework for all our practice communications, so that we have a consistent message that our clients recognise as uniquely NuVet."

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Onswitch also implemented a very successful 'Friend get Friend' campaign that is responsible for the vast majority of our new clients, as well as helping us work closely with our local Key Opinion Leaders (KOLs) to bring in new clients through recommendation. At the end of our first year, we have 3,500 pets on our books, from a standing start, and we are continuing to grow. It's just the best birthday present, so thank you Onswitch!"

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Practice+ delivers best practice across the country



Through a series of 14 Summer seminars, Onswitch has helped Merial deliver vital practice management techniques to over three hundred veterinary practitioners.

Elizabeth Fox, Frontline Brand Manager, approached Onswitch as she needed an experienced and respected company to deliver some thought-provoking messages to a wide veterinary audience. "Merial are fully committed to assisting our veterinary colleagues in further developing their own businesses, and a big part of this in 2010 has been our Practice+ programme".

Onswitch asked Hazlewoods LLP to demonstrate how owners and practice managers can unlock financial opportunities within their business, and the Onswitch team demonstrated how to develop the skills of front line practice personnel. Elizabeth then added:

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"Feedback from all the events was overwhelmingly positive, with delegates returning to their practices with a new understanding of the areas where a little focus can really make a big difference: staff morale, training, client care and profitability. The Practice+ programme was a huge logistical challenge, but everyone at Onswitch just took it in their stride and delivered an enjoyable, insightful and hugely successful series of seminars."

Merial are proud to provide funding for Dogs for the Disabled, through the Practice+ programme. Pictured are Christine Male with Nemo, Rachel Ballantyne with Dudley and Elizabeth Fox with Nala, just some of the puppies helped by Merial's involvement. The company has raised £30,000 with three more puppies on the way!

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