

Happy New Year to all our footfall readers!

Whilst 2012 promises to be rather eventful in the sporting arena, with the London Olympics and Euro 2012, for many vets the new year may simply feel like the start of another twelve months of financial challenges, demanding clients and falling numbers. If that's the case, you really do need to meet Bertha!

Our famous training bus *Bertha* continues her national tour throughout 2012

We've added the following dates to our schedule:

MAY	JUNE	JULY	AUGUST
1 Newcastle	6 Plymouth	3 Maidstone	1 Colwyn Bay
2 Sunderland	7 Torquay	4 Reading	2 Birkenhead
3 Middlesbrough	12 Bournemouth	5 Oxford	7 Blackpool
8 Harrogate	13 Salisbury	10 Aylesbury	8 Bolton
9 Halifax	14 Eastleigh	11 St Albans	9 Manchester
10 Warrington	19 Portsmouth	12 Chelmsford	14 Bradford
14 Shewsbury	15 Maidstone	15 Stoke on Trent	15 Leeds
15 Cheltenham	20 Farnham	17 Colchester	16 Doncaster
16 Swindon	21 Woking	18 Cambridge	21 Sheffield
17 Milton Keynes	26 Worthing	19 Northampton	22 Hull
22 Bath	27 Eastbourne	24 Coventry	23 York
23 Bristol	28 Folkestone	25 Solihull	29 Edinburgh
24 Newport		26 Dudley	30 Stirling
25 Swansea		31 Stoke on Trent	
29 Weston Super Mare			
30 Taunton			
31 Exeter			



Training dates are booking up, so why not take a look at Bertha's schedule and book your places online at www.onswitch.co.uk

You can also find out more or make a booking on **01476 565343**, or by email at info@onswitch.co.uk.

www.onswitch.co.uk

Would YOUR team pass the telephone challenge?

Here's how it works.

- We'll get 10 Mystery Shoppers to call your practice over a month
- We record the calls and measure how many appointments are offered
- If all 10 calls end with the offer of an appointment, you get your money back. No quibbles, no catches. Just a full refund.
- If less than 10 appointments are offered, you'll get a detailed feedback report and copies of all the recorded calls to use for staff training
- Then when you're ready, we can work with you to address any areas of weakness and develop bespoke training to help your staff really shine



"The use of 'mystery shopper' calls created a much more structured assessment of our client interactions than we'd been able to achieve before. The subsequent training day helped to confirm the good practices and show where improvements could be made. Onswitch has helped organise and create targeted improvements to our customer care"

- Bob Partridge, Oak Beck Veterinary Hospital.

"The telephone challenge has had the huge impact on our practice I was hoping for. I hadn't realised where we were doing well, and what not so well, till we heard the actual calls – it really prompted the partners to act! I would say that taking the telephone challenge is essential for every practice, you do not know till you hear for yourself!"

- Rita Dingwall, Cinque Port Vets.

*valid until the end of May 2012



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Willow Vets scoop first ever veterinary Customer Experience Award



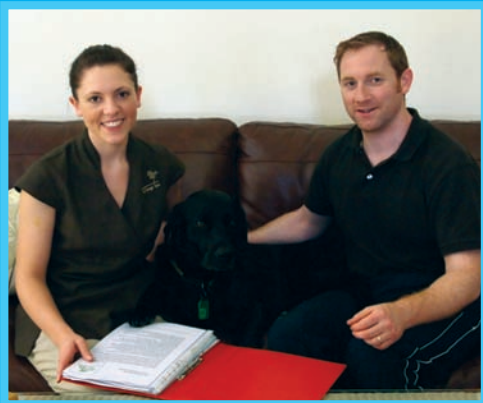
CUSTOMER EXPERIENCE AWARD

Last year's London Vet Show saw the unveiling of Willow Vets in Buckinghamshire as the winning practice in the inaugural Veterinary Practice Customer Experience Award.

As you all know, at Onswitch we are passionate about the provision of excellence in customer experience, so we were proud to be joint sponsor of the award, along with NVS.

The competition drew entries from across the UK, which meant that choosing a winner from the impressive quantity and quality of entries was no mean feat. The independent panel of judges included Matt Craven, who as owner of the Grange Spa in Lincolnshire, knows only too well the importance of warmth and a genuine desire to deliver excellent service to every client.

Judges praised Willow Veterinary Centres "for giving a great feeling of caring about their clients and their animals, working hard to retain their confidence and focusing on emotion as opposed to systems – in short, it strives to offer an optimal customer experience and that is what this competition was all about," they added. Matt commented that he was particularly looking for a practice where staff bonded with clients, empathised with them and displayed genuine warmth and care.



Winners - Willow Vets

With stiff competition and tightened budgets now facing everyone, in order to flourish practices must deliver an excellent customer experience every time. Well done Willow!

Of Ark House Vets in Leighton Buzzard, they said that the practice looks well put together and fun, with really cute branding, it is fully customer and pet focussed.

Viking Vets in Bristol were also very highly commended for putting all its efforts into client care without the needless tat, with the best interest of both clients and pets at heart.



Runners Up - Viking Vets



Runners Up - Ark House Vets

Congratulations to all the winners

www.onswitch.co.uk

STOP PRESS • STOP PRESS • STOP PRESS onswitch are delighted to be involved with VetsNorth 2012

On June 29th and 30th, VetsNorth comes to Manchester, featuring two clinical streams (refresher and advanced) covering a wide range of specialist areas, as well as a practice management and business stream.

The Onswitch team will be delivering a session on customer engagement with really useful sessions from Hazelwoods, VetHelpDirect and Peninsula on all things money, social media and employment law.

Rates are available for either single days or for the whole event, representing excellent value for money for your CPD.

Make sure you register soon!

Timetables, speakers and exhibitors are currently being finalised – full details can be found on www.vetsnorth.com

- Two clinic streams - 'refresher' and 'cutting edge' on subjects including:

- exotics • neurology • oncology
- ophthalmology • orthopedics
- soft tissue surgery & more

plus a management business stream.

- Excellent value CPD: rates for the whole event or single days to be announced next month

- Free refreshments and buffet lunches for all attendees

- Friday night dinner for speakers, exhibitors and delegates

- Speakers include:



For details of exhibiting and sponsorship opportunities, contact Sam Compton at JCA Media Group: telephone 01449 720881 or email sam@jcagroup.com