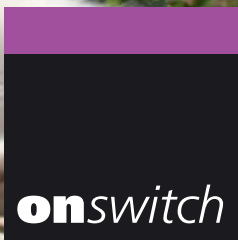


footfall

SUMMER
2009



Behaviour Changing
Market Intelligence



Sunshine or showers?

Summertime and the living ain't easy!

Welcome to the summer issue of Footfall. It may be summertime, but the credit crunch isn't exactly making things easy . . . and yet there are plenty of opportunities to be had if your business is willing to take them.

You don't have to slash your prices to increase turnover, but you do have to show your clients you're giving them something valuable for their money, something special and unique: the very best customer care around.

Onswitch will help you identify and deliver exactly what your clients want from your practice. We'll help you with training, with marketing, with being the best you can be. We've got years of experience, and we're the only people in the business affiliated to both the Market Research Society and the Mystery Shopping Providers Association – so you can always trust us to give you the answers and advice your business needs.

Footfall can brighten your outlook



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Boosting your footfall!

Growing your business really comes down to one simple equation:

more people = more money

Or, put another way, boosting footfall: getting more people to ring you, and more people through your door – sounds simple, doesn't it?

The problem comes in understanding what all these people want so you can provide it to them better than your competitors can. Because let's not forget that your clients have plenty of choices for health care, and these may be cheaper and more convenient and, dare we say it, better than you!

Onswitch can discover what your clients really want and help you provide it. We have more experience in this field than any other company: we have talked to thousands of owners, and we have worked with hundreds of veterinary practices, animal health care businesses and pet shops.

We have the answers that will boost your business



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The Onswitch difference

Onswitch has gone from strength to strength since our two directors, Alison Lambert and Wendy Miller-Smith first met back in the 1990s.

With plenty of experience behind them as a qualified vet and vet nurse respectively, enhanced with subsequent roles in academia and multinational corporations, Alison and Wendy set about recruiting a crack team of highly qualified and like-minded account managers, management consultants, creatives, event organisers and PR experts.

Fundamentally, Onswitch is a business built on 'doing the right thing'. This principle runs through everything we do – from showing our clients how their turnovers and staff morale will increase when they exceed their customers' expectations, to treating everyone we work with with equality, honesty and respect.

We succeed by doing the right thing



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Expertise and enthusiasm

We don't believe in short term fixes or flattery, we won't talk about 'thinking outside the box' or 'singing from the same hymn sheet' – we'll just tell you what you need to know, show you how you need to do it, and then share the satisfaction of a job well done.

We won't sell you training you don't need or concepts you don't understand. We know that work can't always be fun, but we also know that it's so much more successful when it is. We bring the enthusiasm and the expertise that will energise your team, delight your customers and deliver enduring results long after we've gone.

**If this sounds like the way you'd like to work,
then we'd love to work with you**



We'll help you grow!

We thought it would be a good idea to put together a brochure to show you the services Onswitch offers and that explains how they can help your business, so here it is.

You'll see case studies and testimonials from some of our clients as well as a toolkit of products in our shop section from which you can pick 'n' mix the best ones to help your business boost footfall.

We have a range of products and services to suit every budget, each one aimed at getting more people through your door, spending more.

Our approach is honest and simple

We say what we see – sometimes it's not easy to hear, but listen and you will see your business grow.

We do what works



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Gaining market insight at Rowan Veterinary Centre

Understanding client needs at Rowan Veterinary Centre – Preston

Ruth Mackay, Practice Owner at Rowan wanted to understand what pet owners in their area were looking for from the practice.

'We realised that we couldn't expect to just second guess what our clients really wanted, and we knew that if we asked them ourselves the feedback might not be as honest and forthright as we wanted! So we worked with Rebecca Davies at Onswitch, and she certainly got to the bottom of what we needed to do.'

'Consultation numbers are up; profitability is improving'



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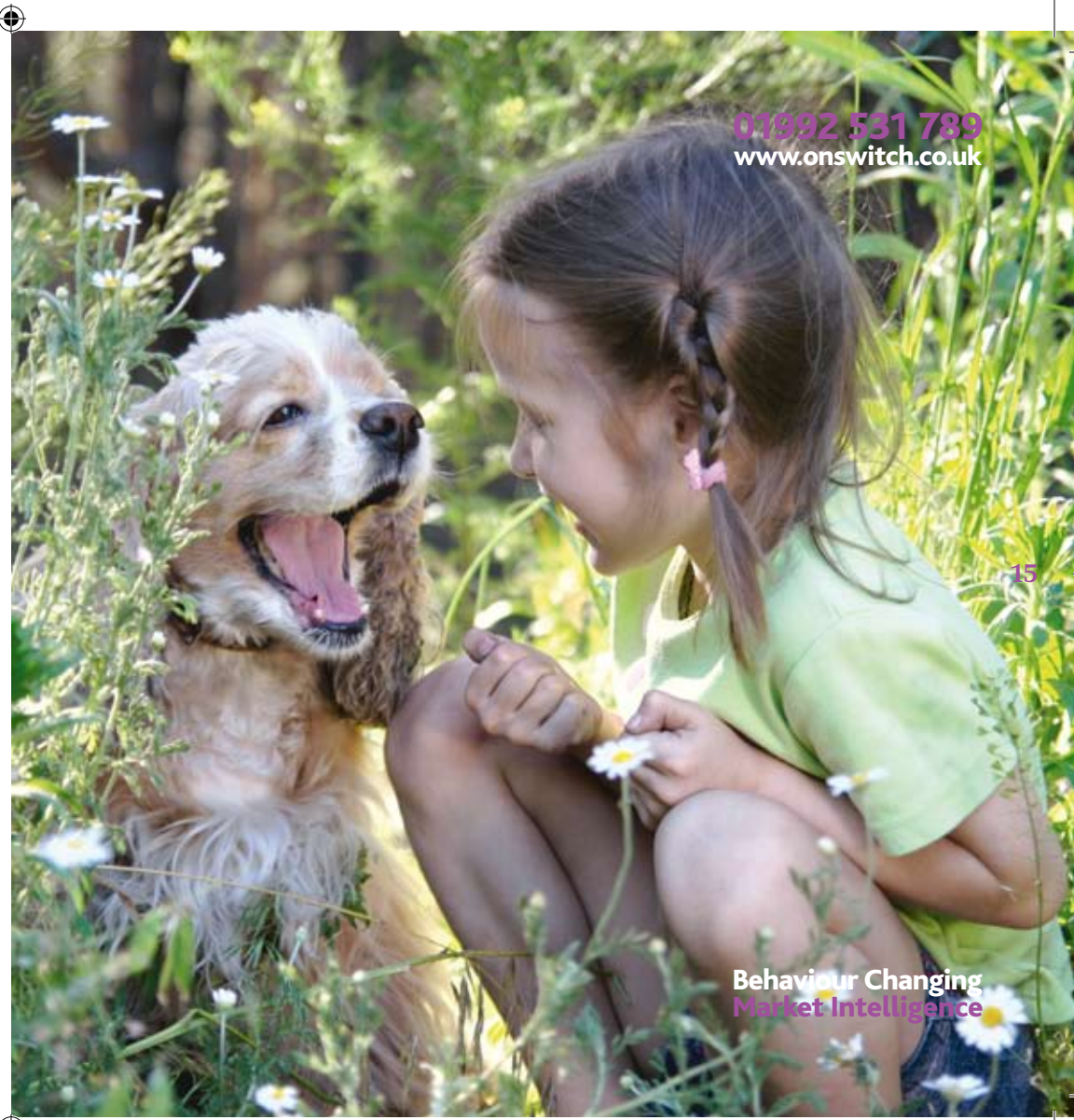


Practising clearer communication at Rowan

Rebecca recommended the Onswitch Group suite of market research:

- Focus groups with current clients, as well as local pet owners who choose not to use Rowan, identified a need for receptionist training and clearer practice communication
- Competitor research highlighted the sort of customer service that clients value, and showed Rowan's strengths as well as some areas for improvement
- Regular monthly training is now producing enhanced levels of customer care, excellent staff morale and increasing client numbers

As Ruth says: 'Thanks to Onswitch's insight, consultation numbers are up, our profitability is improving further, and we are now developing a comprehensive practice marketing campaign – I can't recommend Onswitch enough'.



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Re-energising reception at Glenbrae Veterinary Clinic

Top telephone tips for Glenbrae Veterinary Clinic – Glasgow

Wendy McGrandles, Practice Owner at Glenbrae, wanted to re-energise her reception team, but she didn't really know where to start.

'We've got a great team here, but I just felt that with a little help and effort we could be really something quite special. Alison and Wendy from Onswitch came to visit us; they spent time in the practice watching how things worked, and then got to know everyone: what they each do well, and what they try to avoid if possible!'

**'Since training with Onswitch,
over-the-counter sales have
increased by 50%'**



Everyone wins at Glenbrae

Alison and Wendy created a bespoke package of measures for Glenbrae:

- Mystery shopping showed the team how their customer care skills are perceived by clients and how they compare with other practices
- A team meeting for all the staff analysed the results and encouraged the team to see where changes could be made
- Telephone training for the whole reception team has boosted everyone's confidence, raised morale and is encouraging staff to close off sales and offer appointments every time – resulting in increased sales at the practice

Wendy is full of praise for the Onswitch team: 'They just made it all so simple, giving us insight into how our clients really see us, and showing us how a few small actions can make a huge difference. Our sales are up thanks to the Onswitch training. When we exceed our clients' expectations, everyone wins – they're happy, they tell their friends (so our accountant is happy) and we feel proud of a job well done, so we're very happy!'



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