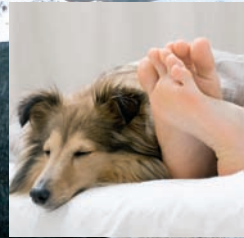


footfall

WINTER
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Our very best wishes!

Onswitch – speaking your clients' language

At Onswitch, we know a thing or ten about animals. Our team is made up of farmers, equestrians, veterinarians, nurses and pet owners, so between us we spend a fair bit of time at the muddy end of animal care. At the last count our collective menagerie was running at:

2,000 sheep **1,000** cows **200** chickens **50** ducks
30 horses and ponies **20** dogs **15** cats **8** gerbils and hamsters

So when we say we speak your clients' language, you'd better believe it! We'd love to talk to you too, so why not give us a call and find out how we can help you shout about your business.

**With all good wishes and seasons greetings
from the Onswitch team!**



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It's just a little token!

We wish you a merry Christmas!

Because it's the season of goodwill, because we're always happy to put our money where our mouth is, because we're nice people... just because.

We thought it would be nice to give you a little Christmas present, and we figured you probably have enough socks. So instead, here's £100 for you to use towards any of our services. You'll find details of the kind of things we can do for your business in the shop at the back of this brochure. So when you're ready, just get in touch, tell us what you need, and tell us that you'd like £100 off the cost. That's it. No small print, no use-by date, just one hundred more reasons why Onswitch is exactly what your business needs.

And a happy and prosperous new year



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The Onswitch know-how!

Footfall really works

We know that. Some of you may feel you need some more evidence.

So, take NuVet in Peterborough. In the first four months of trading, NuVet saw over 800 clients register with their new business. Onswitch planned and managed every aspect of the practice branding and launch communications and the results have far exceeded expectations. If you want to see more examples of businesses succeeding with Onswitch visit www.onswitch.co.uk/vet/archive.html

People are changing their shopping habits and looking for value from a wide range of different providers. In animal health, this may mean clients not going to the vets, but just calling up for free advice, or using one practice for routine vaccines and another for when their animal is ill.

So you need to understand what your clients really want – don't just guess. And then you need to deliver it, better than anyone else around.

Onswitch can show you how



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We'll help you grow!

In the following pages you'll find more case studies and testimonials from some of our clients. There's also a range of Onswitch services that you can pick and choose from in order to boost footfall for your business. There's something to suit every business and every budget, all 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.

What we do works



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Doing things right at Cinque Ports Veterinary Associates

Gold standard telephone training for Cinque Ports Veterinary Associates

With the full support and encouragement of the Partners, Rita Dingwall, Group Practice Manager at Cinque Ports, came to Onswitch knowing exactly what she wanted, and who she wanted to do it.

'Our practice had already been Mystery Shopped, and the feedback showed us that we could improve our telephone skills further. I'm a firm believer that if you're going to do something, you do it right, and for me, the benefits of using Onswitch were clear.'



Fulfilling their potential in Cinque Ports' reception

'Not only do they have credibility across both small animal and equine business, but they also gave us access to the expertise of their whole team: Heather handled all the daily contact, Les and Jenny brought the audio visual wizardry needed for the training days, whilst Carol made everything happen at the right time in the right place.'

Alison adds, 'We're particularly pleased to have helped the Cinque Ports reception team fulfil their potential, as Rita, Practice Manager of the Year 2008 no less, is a woman whom we greatly admire at Onswitch. We all look forward to their continued achievements.'

**'The benefits of using
Onswitch were clear'**



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A sharper focus for Feldon Veterinary Centre

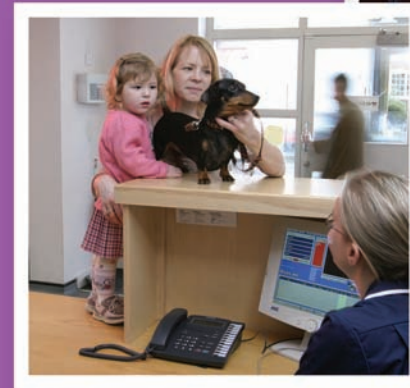
Strategic focus at Feldon Veterinary Centre, Leamington Spa

Sheona Alemi, the Practice Manager, approached Onswitch to help her four practice group increase its client base. The business was already doing well, with a strong reputation for quality both locally and nationally, having been voted Practice of the Year in 2007. But Sheona knew that with a bit more focus she could move the business up another notch.

**'We now have a real team
vision thanks to Onswitch'**



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Distilling the core practice philosophy at Feldon

'We spoke to Alison and Heather about our objectives, and they set up our first ever Strategy Day. With the whole team together in one place, and armed with staff and client feedback, we were able to distil out our core practice philosophy for the first time. Heather guided us through developing a set of Feldon brand promises, drew up a scorecard for business management and showed us how to formulate a challenging, yet achievable, three year plan.

As a result we now have a real team vision and an understanding of the role each of us plays in the success of the practice. It has been a very successful exercise, and one which will be instrumental in our future practice development.'

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Feldon Veterinary Centre
Practice of the Year 2007



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