

footfall

SPRING
2009



**Behaviour Changing
Market Intelligence**

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Spring is in the air!

The patter of tiny paws; the stampede of new clients!

The economic climate may be decidedly stormy, but the start of kitten and puppy season brings some welcome fluffy clouds to the veterinary horizon.

Now, more than ever, it is vital for every business to play to its strengths, creating opportunity to care for more pets and horses. At Onswitch, we can help you identify these strengths AND help you improve any weaknesses.

Onswitch is still the only company to offer 'Mystery Shopping' research with a national benchmark in the animal health industry. We've spent literally thousands of hours talking to the clients of hundreds of practices, and no-one knows better than us how to find out what your customers really want from you . . . and how to help you deliver it!

We've helped many practices improve the standard of their customer care, increasing their turnover and staff morale too. If you want to see how we can do the same for you, call us now, or read on . . .

Footfall will show you how

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More clients = more cash

Actually, growing your business really comes down to just one thing:

boosting footfall.

Or, put another way, 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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We'll help your business!

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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Telling practice values at Hillside Veterinary Centre

Increasing consultations at Hillside Veterinary Centre – Dorset

Sam Devlin, Marketing Manager at Hillside, asked Onswitch to help her practice bring alive its strong values and customer care vision:

'Our practice was founded on the principle of delivering the very best care in a friendly and warm environment. We wanted to ensure that we were demonstrating this in every part of our business, from the reception desk through to the consultation room. Claire Derry and the team helped us to understand how our clients perceived our practice values, and with research followed by staff training we have been able to share our vision more clearly with the whole team as well as our clients. Consultation bookings have increased and there is a team buzz at the practice which was missing previously.'

**'Consultation bookings
have increased'**

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Attracting new clients to Hillside Veterinary Centre

Claire recommended a bespoke Training programme for the client care team at Hillside:

- Analysis of the style and personality of each of the team members highlighted each individual's strengths
- Staff now mentor each other and can refer tasks or clients based on whoever is best placed to help
- Telephone and face-to-face training helped receptionists understand how to get the best out of each client

Clients have commented on the friendly and professional air at the practice, and recommendations have boosted new client numbers. Existing clients are also visiting more often, and so the cycle of success looks set to continue.

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The logo for onswitch, featuring a purple horizontal bar above a black square containing the word "onswitch" in white lowercase letters.

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FSC Mixed Credit

Large vertical text on the right side of the page. "IT'S" is in white, "HOT" is in purple, and "SPRING 2009" is in white inside a purple circle at the bottom of the "O".

**IT'S
HOT**
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