

footfall

SPRING
2010



**Behaviour Changing
Market Intelligence**



Change for the better!

Spring clean your practice

New Year, same old stuff huh? Long hours, ungrateful clients, too much to do. So change it!

More and more of your colleagues in the veterinary profession are realising that with just a few small changes to the way their practice runs and their staff behave, good things can happen. Things like improved staff morale, increasing client numbers and glowing customer recommendations.

At Onswitch, it feels like we've been saying this for ages. Give your clients what they really want (not what you think they want) and success will follow. We know it works; our clients have seen it work, and their clients are thrilled that someone is listening to them at last. Because if you don't give your customers what they want, you can be sure that somebody else will.

Let us help you. Make calling Onswitch your new year's resolution



**Behaviour Changing
Market Intelligence**

Don't miss your chance!

One owner, one chance, once a year

It's a sobering fact that most owners visit their vet just once a year. That's the one time they'll listen to you, as opposed to the opinions and suggestions of friends and acquaintances that surround them every day.

Each one of these people has an opinion, and they're not afraid to make it heard. They may think that your prices are too high, your facilities too outdated, or your service too impersonal. Hopefully they think you're fantastic. And they may even be right.

Local pet owners are your biggest asset. Not only do they give you business, but their recommendation is your most powerful marketing tool.

Onswitch can help you sharpen up your practice's image and reputation, and get your name on everyone's lips for the right reasons – reaching hundreds of pet owners, and giving you thousands of chances, every day.

Hear Onswitch's opinion at www.vetpulse.tv



01992 531 789
www.onswitch.co.uk

Behaviour Changing
Market Intelligence

What's new in 2010!

Onswitch Shop & Train

Good things always come in twos: Ant & Dec, fish & chips, gin & tonic, D&V... OK, maybe not that one, but you get the idea.

Over the years we've found that we've seen the best results when practices have been regularly mystery shopped, supported by relevant training a couple of times a year to follow up on any issues uncovered. So we thought, hang on, why don't we just make this a service in its own right. And lo, Shop & Train was born.

It's very simple – another thing we find works best. We Mystery Shop your practice every month, and every fourth month we give you a day's training to nail any tricky issues that may have been picked up by our shoppers.

There's a regular monthly fee of £499, then we take care of everything else.

Shop & Train. Almost 'two' good to be true



We'll give you a check-up!

Onswitch MOT

Would your practice pass an annual health check? Hmm, thought so.

We've got another shiny new service we're calling our MOT, giving you a snapshot of your practice's health. We'll spend a day with you, observing consultations, looking at your business plan, talking to staff, reviewing your customer base and bringing some fresh eyes to look at your business. We usually bring biscuits too.

To get a handle on your customer service provision, we'll also carry out a web audit and mystery shopping at both your practice and a key competitor's.

We'll get everything running smoothly again, oil the moving parts and wave you off on the road to success. And we're betting we'll save you money in the long term, making the whole thing extremely cost effective to boot.



As long as you need us!

Onswitch Business Buddy

Expanding your business is never easy. Challenging / rewarding / fun / stressful (delete as appropriate), but certainly not easy. Don't worry though, Onswitch can help!

We'll be on hand with plenty of practical advice and common sense suggestions, and when you're ready, we'll help with developing your objectives, setting targets and marketing your business.

We can handle the legwork in the beginning, and then settle into periodic strategic business reviews once you're on your way. One-off consultation or ongoing partnership – you decide, we're with you as long as you need us.

Prices vary, according to what you need, so talk to us at least six months before you're planning to launch, and we'll get you to where you need to be.

See NuVet in Autumn Footfall



**Behaviour Changing
Market Intelligence**



Looking forward with the Veterinary Hospital Group

Boosting new client numbers at the Veterinary Hospital Group, Plymouth

Caroline Bower, partner at the successful Veterinary Hospital Group in Plymouth, contacted Onswitch to help the group look at their business with fresh eyes, and spot potential development opportunities.

'Onswitch have really helped us to focus on client care and marketing at a time when this is more important than ever to veterinary practices. They have a structured, but flexible, approach which is great both for a pro-active team approach as well as for problem-solving.'

'The results have exceeded our expectations'



01992 531 789
www.onswitch.co.uk



A strategic direction for the Veterinary Hospital Group

Local street research was undertaken in the local area – a Mystery Shopping programme as well as consultation observations. Armed with some illuminating insights, Onswitch have developed a swathe of pro-active marketing designed to bring in new clients, by building on the group's excellent local reputation for quality, including a huge 'friend-get-friend' campaign. An Onswitch account manager now visits the practice each month to keep the momentum building – not only is this delivering results, but it allows the practice team to keep doing what they do best, providing top quality care.

'We just needed a little help to find the right strategic direction for us in the current climate, and already the results of Onswitch's work have exceeded our expectations, with a significant rise in new client numbers, double digit growth in vaccinations and membership of our healthy pets club doubling. Thank you to the entire Onswitch team!'



01992 531 789
www.onswitch.co.uk

Behaviour Changing
Market Intelligence

Looking a little deeper at Dovecote Vet Hospital

Communications focus at Dovecote Veterinary Hospital, Castle Donington

Alison and Andrew Robinson wanted to promote the new facilities and specialist equipment at their practice following a major building and investment programme. However, being rather busy at the day jobs, they knew that they needed help with the marketing side of things, which is where Onswitch came in.

Onswitch advised at every stage of the process, developing the campaign theme of 'look a little deeper' to promote the practice speciality in digital imaging investigation. This was then reflected in letters, posters and flyers, entrenching the practice's standing as a centre of excellence in this field.

**'We've had a significant
increase in web traffic'**



01992 531 789
www.onswitch.co.uk



Behaviour Changing
Market Intelligence

Reinforcing new branding at Dovecote Vet Hospital

'Being predominantly a referral practice, our main communications needed to be with other vets, but we also wanted to hold an open day for local pet owners. Pete, Heather and the Onswitch team not only redesigned and launched our website but organised an open weekend for our colleagues, and designed and implemented an associated mailing. We have been able to adapt the material for the client open day, which will reinforce our new branding. We have had excellent feedback and a significant increase in web traffic, and because Onswitch took care of the marketing and project management, we could to carry on doing what we do best – be vets,' the Robinsons explain.



01992 531 789
www.onswitch.co.uk

Behaviour Changing
Market Intelligence

A white rabbit is shown in profile, facing right, amidst a field of yellow wildflowers. The background is a soft-focus field of similar flowers. The overall color palette is dominated by yellow and white, with a dark purple/black rectangular area in the top left corner.

onswitch

**Behaviour Changing
Market Intelligence**

Onswitch Limited

Closes Croft

Kirkcowan

Newton Stewart

Dumfries DG8 0EL

T +44 (0)1992 531 789

F +44 (0)1671 830 587

E info@onswitch.co.uk

W www.onswitch.co.uk

© Onswitch Limited 2010



FSC Mixed Credit

footfall
SPRING
2010