

Well, what a summer it's been! Bertha, our Onswitch training bus, has travelled the length and breadth of the country, from Northern Ireland to Norwich, dispensing plenty of top training tips on her travels.

Boost your business *with Bertha*

Our training packages are flexible - book a day's telephone training when we are in your area, or charter Bertha for bespoke staff training at your practice; either way, the result's the same - staff are more productive, your team is more motivated, clients are delighted and business is better all round!

Prices start from as little as **£245 +VAT** per person but places continue to book up, so don't delay. You can see the current schedule online at www.onswitch.co.uk - simply check when we are near you and then call us on **01476 565343**, or email us at info@onswitch.co.uk to **book your place**.



See you Soon!

Best Wishes the *Onswitch team*



...Inspiring Change

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Take the onswitch Postcard Challenge

This autumn, we're offering a very special deal on our Postcard challenge.

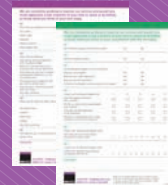
Here's how it works.

We'll give you 100 postage-paid postcards to hand out to clients

After their consultations, clients record their views and return the cards to us.

We'll collate and analyse all the data, and feedback trends and any issues.

You'll get a quick and cost-effective insight into how your clients view your practice, and understand where you can do better.



You pay us **£450 +VAT** (normally priced at £599. Bargain.) when you book your practice quoting this code **OS0003***.

*valid until the end of October 2011



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Concentrated focus provides further boost to client care at **Grove Lodge**



Andrew Ash,
Director of
Grove Lodge
Veterinary
Group in
Worthing,
asked Onswitch
to help hone
the practice's

client experience. Standards are already high, but Andrew was keen that the business should not rest on its laurels, and ensure that clients' needs and expectations were always exceeded.

Vox Pop research and Mystery Shopping were undertaken at both the Worthing and Brighton branches, confirming the practice's strong local reputation for clinical and customer care. Louise the Onswitch business consultant then structured a bespoke day's telephone training to enable

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nursing and reception staff to perfect their skills.

"I never thought it was possible to teach an old dog new tricks, but you certainly did that day!" commented one of the team after being put through her paces in the various role-play exercises. *"Onswitch helped us focus on the bigger picture, with practical training to help the team deliver the all-important details,"* said Andrew. *"Their multi-faceted insight and training approach was just what we needed, and the practice is certainly seeing the benefit."*



Tip Top telephone skills for **Abington Park Veterinary Group**



Mandie
Timson, HR
Manager at
Abington Park
vets booked a
day's training
on Bertha for
her reception

team. With three busy sites to manage, the practice managers knew that it was vital to maintain the high standards of their client care consistently through every member of the team, with every client, at every branch.

"The telephone training showed the team lots of new techniques to refine the level of care they provide and help them convert more calls into appointments. It was hard work, but because everyone had to take calls, not just talk about them, the tips they learned have really stuck. Seeing the genuine changes that have been made, and the tangible 'buzz'

For more information on the wide range of training and coaching we can deliver, or to discuss your own CPD needs, call us for a chat on 01476 565343 or email us at info@onswitch.co.uk



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about the place, the practice has now booked a second day on Bertha for the rest of the team. The Onswitch training continues to deliver results for us, we would certainly highly recommend it"



Introducing the *onswitch* **Customer Experience Award**

Regular readers know how passionate we are about providing an excellent customer experience. That's why we're so excited to announce the launch of the **Onswitch/NVS 2011 Customer Experience Award**, in association with Veterinary Practice.

The aim of the award is simple – to find the UK practice with the highest standards of client care. **The winner will receive a trophy and a plaque, coverage in Veterinary Practice along with local and national publicity, plus a day or evening out for practice staff** (to a maximum value of £1,000).

We will look at the entire customer experience, from the first telephone call or contact with your practice, time spent in reception and/or the waiting area, right through to departure from your premises, and any follow-up process. We'll also look at the educational material you provide and how you keep in contact with clients

(whether by newsletter, text messaging or e-mail for example).



To enter, all you have to do is visit www.onswitch.co.uk for an entry form and tell us, in no more than 750 words, what you do that is special, and different, and show us any supporting material (pictures, photos, leaflets etc). No practice is too big or too small to enter!

Entries close on 4th October 2011. Judging will be carried out in November and the three finalists will be invited to a lunchtime presentation at the London Vet Show – 24th/25th November.

Good luck everyone!



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