

Now that the weather is warming up and the days are getting longer, we're setting off on our travels around the UK. Dispensing top tips and best practice, and probably sampling a few of the local hostelries along the way, our Onswitch trainers will be coming soon to a town near you.

New people on the team? Welcome on board!

Bertha, the Onswitch training bus, will play an invaluable part in your new staff's induction programme.



Now Onswitch brings personalised, hands on customer experience training to your town, with the option to book out a whole day's bespoke training for all your staff, delivered at your own practice.

She is pictured here at BSAVA, generating lots of interest and excitement – *training on a bus, what's not to love?!*

Prices start from as little as **£245 +VAT per day** but places are booking up fast.

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.

Here's to a fun and productive summer

Best Wishes the *Onswitch team*

 ...Inspiring Change

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Mystery Shopper

Here's how it works.

You pay us £599 +VAT*
(which is a whopping
£500 off the usual
cost. Bargain!).

We'll get 10 Mystery
Shoppers to call your practice over a
month

- We record the calls and measure how many appointments are offered
- If all 10 calls end with the offer of an appointment, you get your money back. No quibbles, no catches. Just a full refund.
- If less than 10 appointments are offered, you'll get a detailed feedback report and copies of all the recorded calls to use for staff training
- Then when you're ready, we can work with you to address any areas of weakness and develop bespoke training to help your staff really shine

**Fancy a challenge? Think you're up to it?
Go on then, get in touch, we dare you...**

01476 565 343 - info@onswitch.co.uk

*valid until the end of June 2011

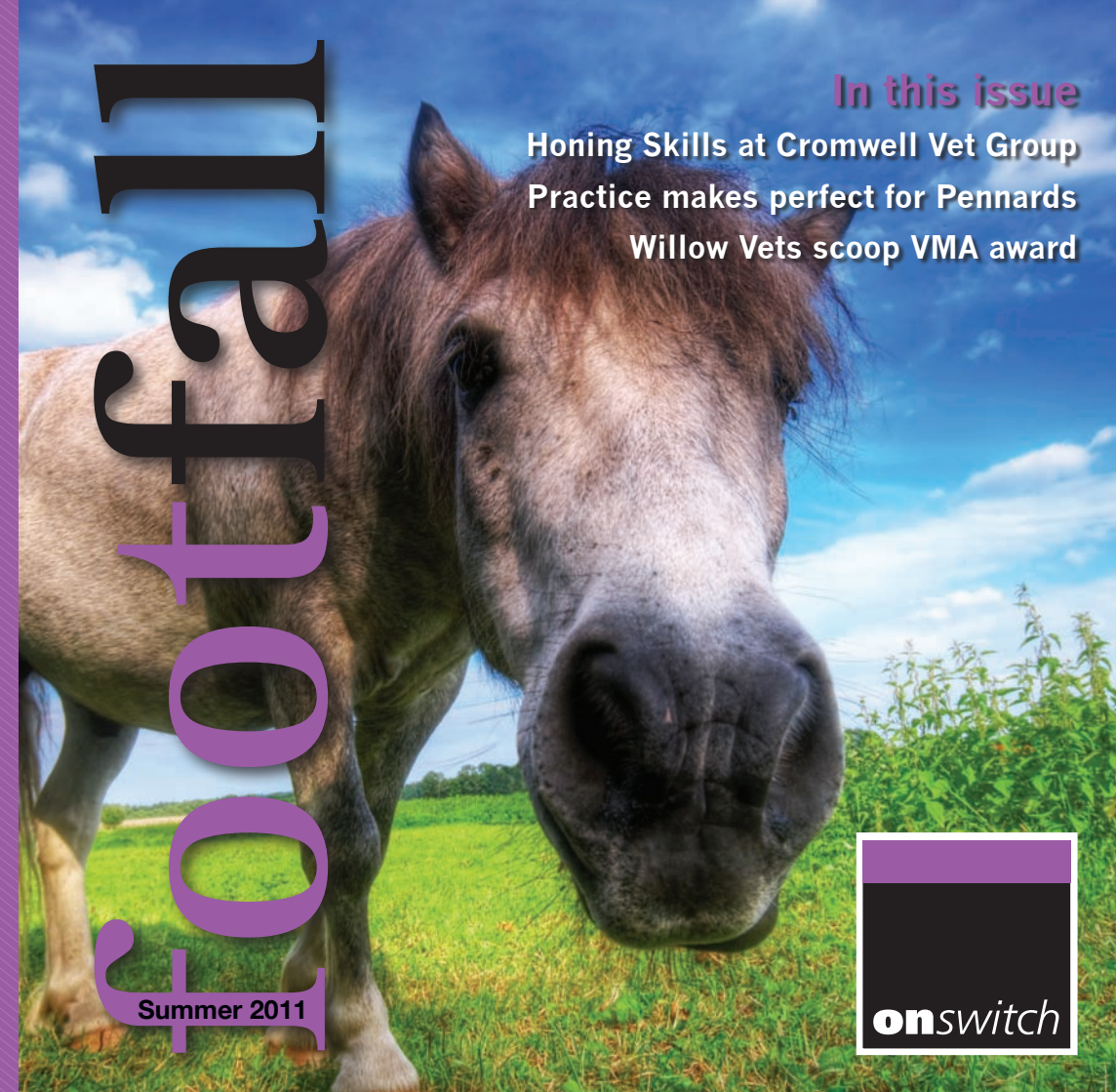


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Summer 2011



Honing consultation skills at Cromwell Veterinary Group

Senior Partner at Cromwell, David Fennell, approached Onswitch to help refresh the consultation skills of his team of 18 vets.

"We've got a great team of people here, all very skilled in veterinary care. However, our practice is increasingly aware that clients don't choose us solely on our expertise, but rather because of how they feel when they leave the building. Onswitch spent five days observing each of our vets during consultations, watching how we listen to, and communicate with, our clients. Based on their observations, the Onswitch team were then able to deliver tailored training sessions based on each vet's own needs and unique style. As a result, we all feel much more confident dealing with 'tricky' customers now, and we learned some really useful techniques which we are sure will make our clients whole Cromwell experience much better!"

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



STOP PRESS...

Cromwell were also the first practice to experience Bertha, with 2 days of telephone training for the reception team. *"Everything we learned was incredibly useful"* said Chrissy, Reception Manager, *"and the bus was a great place to train, it was really good to be out of the practice and get a new perspective."*



Practice makes perfect for Pennards

Matt Flann, Director of Pennards Veterinary Group in Kent, called in the Onswitch team to help his business identify future opportunities. Onswitch first undertook a comprehensive practice audit, comparing and contrasting the customer experience at each of the four branches. Feedback from both our Mystery Shoppers and from current clients (collected through post-consult research) was generally very good, although greater focus on improving caller conversion was recommended.

Caroline Burgess of Onswitch designed a practical training programme for 20 reception staff, highlighting:

- How the reception team influence client numbers
- The '5 Steps to Success' top telephone techniques
- An overview of the practice as a business
- The importance of the 'client experience'
- Existing client demographics

- How to target affluent discerning new owners

Matt concluded, "Pennard Veterinary Group had a very positive and rewarding experience with Caroline - we found the information given by the mystery shopping to be very insightful and the subsequent training is adding great value to our practice. Thank you so much."



Willow Veterinary Centre scoops VMA award

The Onswitch team would like to say a big **'CONGRATULATIONS!'** to Willow Vets, who were joint winners in the Practice Marketing category at March's prestigious VMA award ceremony.

The award recognises not only the creative execution, designed by Onswitch to promote Willow's new Puppy and Kitten clubs, but also the targeted approach of the practice in planning and delivering this strategic local direct marketing campaign.

The Willow team knew exactly what they wanted to achieve, and were admirably adept at taking decisions in a timely and focused way.

Targeted local marketing played a key role in recruiting new clients, and this national award recognises all the hard work and commitment from the Willow project team. Well done everyone!

