



CLIENT RECOVERY CASE STUDY

Crenshaw Dog and Cat Hospital



CRENSHAW
DOG AND CAT HOSPITAL

Crenshaw Dog and Cat Hospital is a full service animal hospital taking normal and emergency cases. Dr. April Woods is an experienced veterinarian and owner and has served the Los Angeles area for many years. The practice is a single vet practice with roughly 5,000 active clients.

Problem

Dr. Woods had a problem with client churn. She was able to attract a lot of new clients but existing clients weren't coming back. This is a common problem when you have clients who just come in for a vaccine or a one time service. Some of these clients may have forgotten their next check up, forgotten that CDCH was their vet, or just had veterinary care as a lower priority.

Solution

Dr. Woods had to better retain clients and get them back in the office within 18 months. So, she switched her reminder system to PetDesk and started offering her clients a free app. The app gave her clients one place to go for their pet's needs with CDCH front and center. The reminder system more effectively reached her clients because of its mobile first approach.

Results

The switch to PetDesk resulted in **1,005 more appointments** in the year. Repeat appointments per client in an 18 month period greatly increased as did the recovery rate of lost clients. This was a huge help since fewer new clients were added that year.

Appointments per Client

27%

Increase

Recovered Clients

56%

Increase

Appointment Growth

35%

Increase



75% of your clients have smartphones and they check those phones 150 times everyday. PetDesk is the only solution built on today's technology with your busy, mobile reliant clients in mind. Let us give you a free consultation and show you how we can drive revenue, lower costs, and build client loyalty.

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