

Customer Satisfaction vs Customer Experience: What's the difference and how do we make that happen?

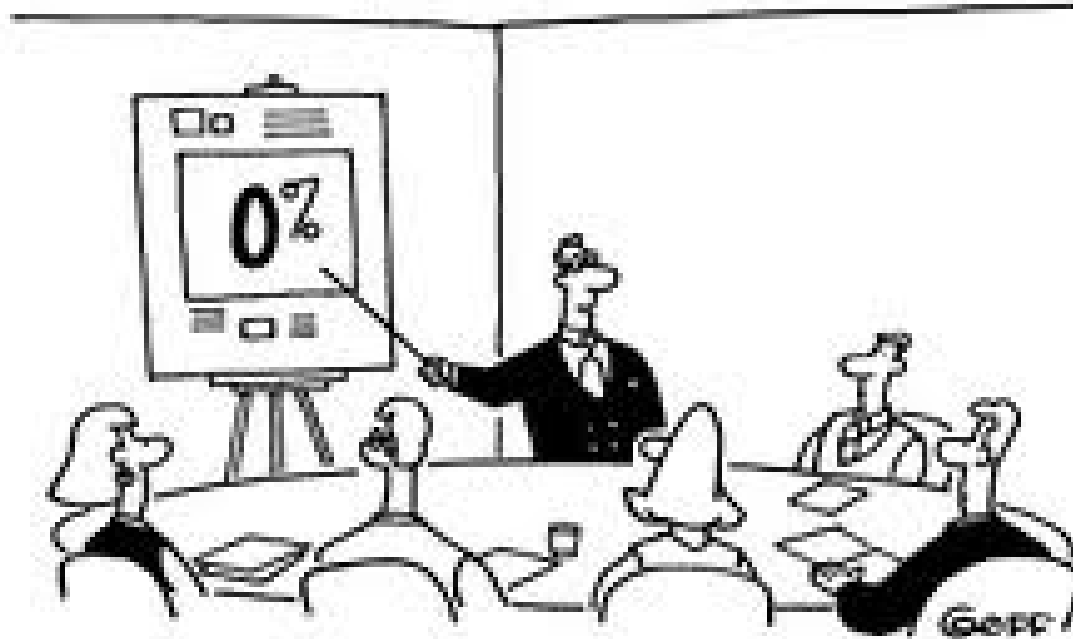
Helen Tottey RVN
Trainer, Onswitch Ltd

Before we start, who am I and who are Onswitch?



What will we talk about today?

- **What is the difference between customer service and the customer experience?**
- **Looking at the customer touch points throughout your practice**
- **Where does it start?**
- **Why do they choose you?**
- **What is their experience really like?**
- **Areas to focus**



"Our study concludes that this is the percentage of our customers who will buy from us without any effort whatsoever on our part."

UK market changes

Year 2000

2200 sites

Today 4723



Your preferred direct mailing partner, call us today for a free quote on 01733 383537

Practice Data	
Main Practices	2839
Branch Practices	1884
Total	4723
Practice Type	
Small animal	3148
Mixed (small animal, equine & farm)	1172
Equine	153
Farm	78
Universities/Colleges	93
Government	74
Research	5
Total	4723
All Veterinary Surgeons	11108
Partners	3316
Assistant Vets	7872
Buyers	2386
Practice Managers	1180

Customer service or customer experience?

- 'Customer service' has been around for years - the UK Institute of Customer Service defines it as:

“Customer service is the sum total of what an organisation does to meet customer expectations and produce customer satisfaction.”

- Service is something that is provided, that is directed at and given to the customer, and actively undertaken by your practice without the customer asking.

Customer Experience is different....

- Customer experience is a much more personal, intuitive, emotional response. The people that know define it as:

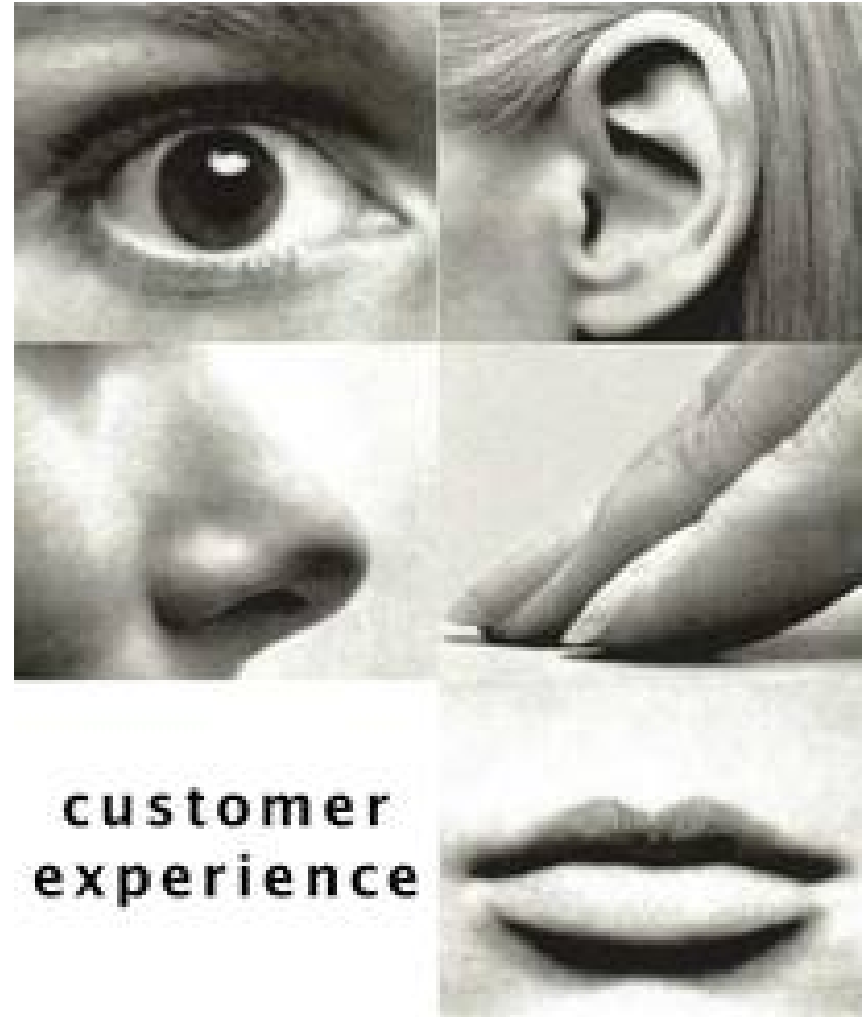
"Customer experience is what a customer feels and remembers about the customer service that he or she has received."

- The product you buy may function, but the experience of buying it will shape your decision as to where you purchase that product next time

To summarise..

- So customer service is about practical realities - providing a clear and consistent complaints procedure, itemising invoices, holding open doors and offering on-site parking for clients.
- How the customer experiences each of these elements will depend on two things:
 - Their personality; we are all different!
 - The way in which they are delivered - do you mean it?

Customer experience: Multi-sensory

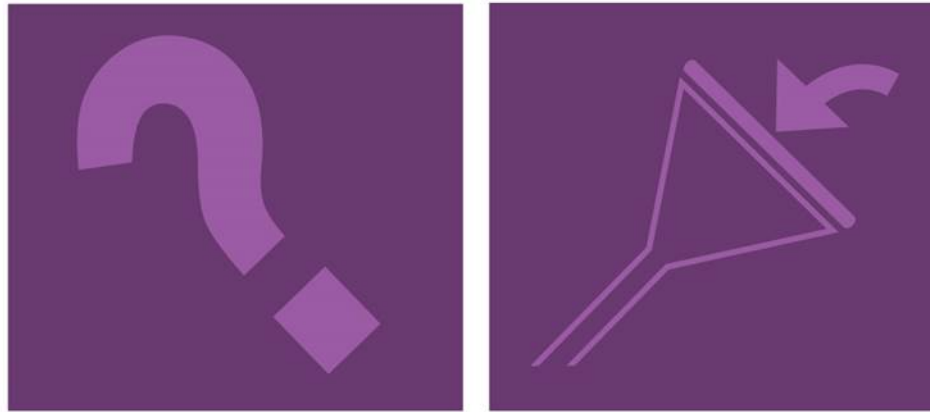


“...customer experience is replacing quality as the competitive battleground for marketing “

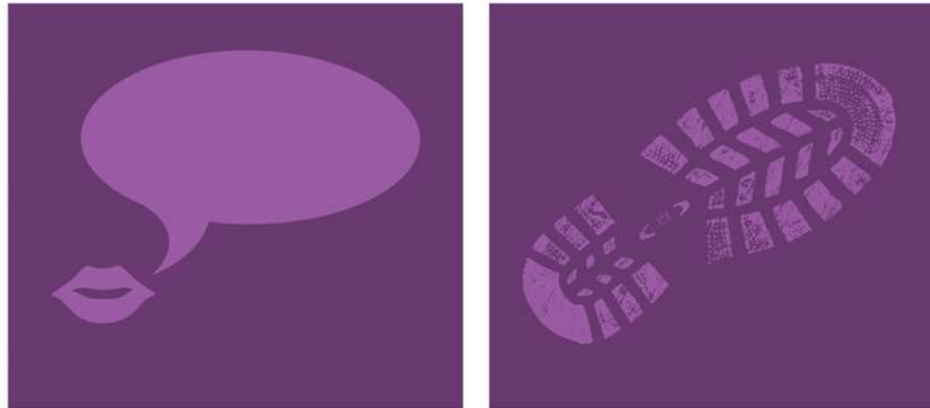
Klaus and Maklan

Cranfield University of Management

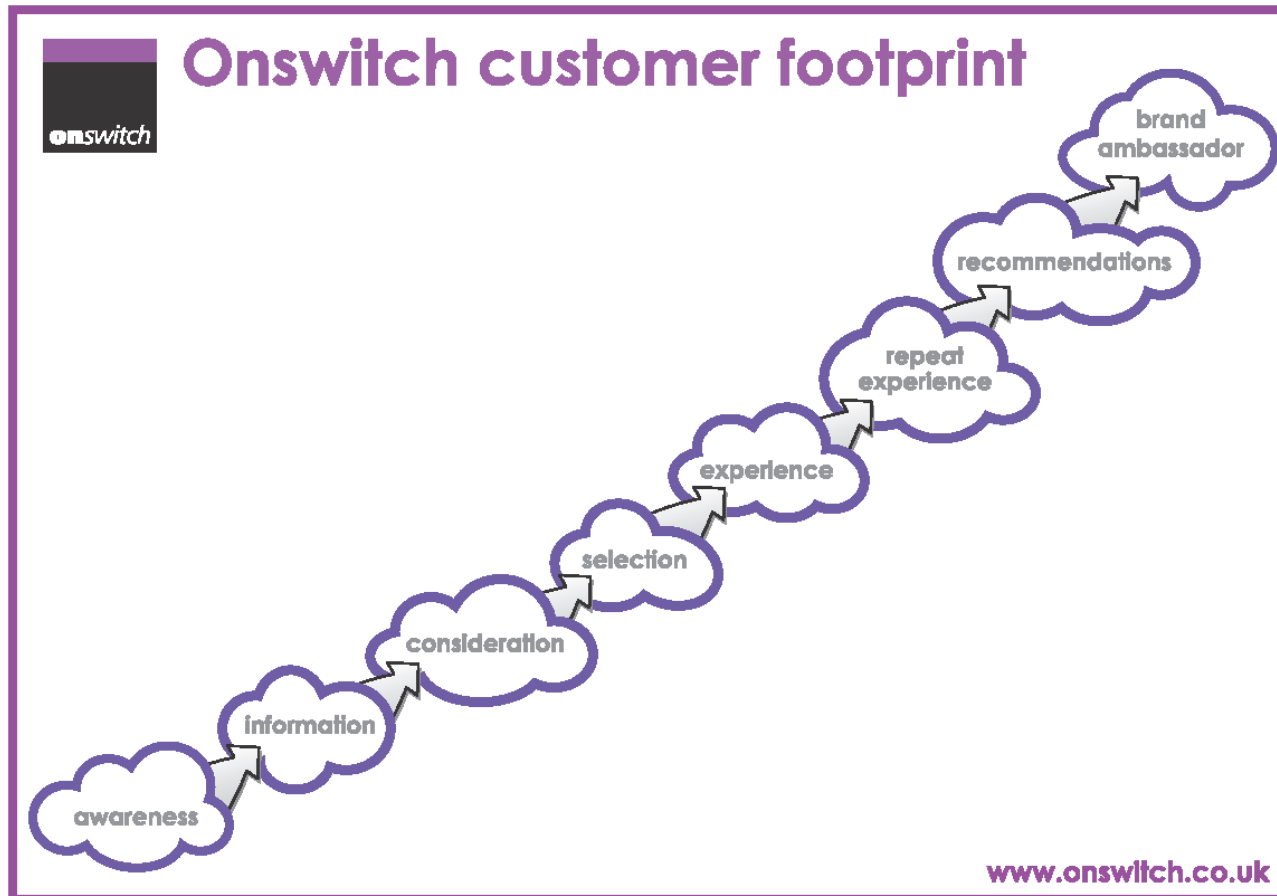
So let's look at the touchpoints



The **Customer Journey**



The decision making starts before they contact you !



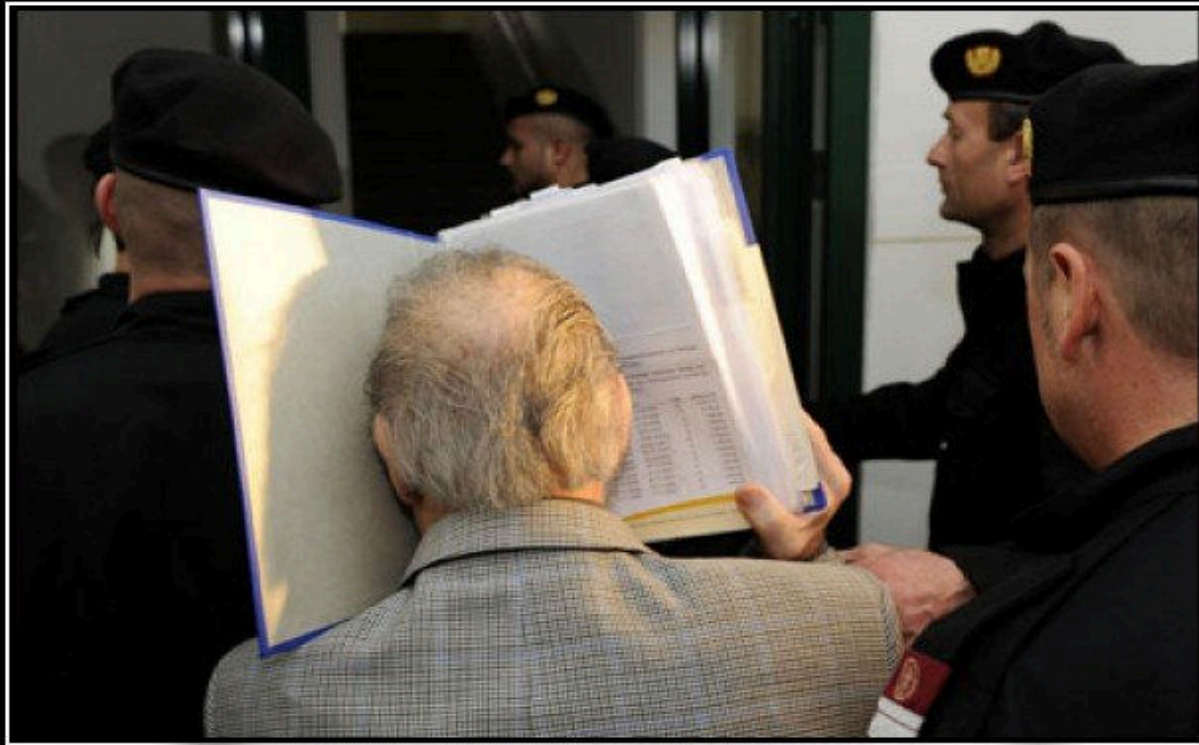
Awareness: Getting noticed

- How do they know that you exist?
 - Drive past
 - Recommendation
 - Saw an ad
 - Online
-
- How do you know where they found out about you?

Website

- How useful is yours?
- Information
- Pet health plan
- Online registration and appointment booking
- Online shop?
- It is a virtual representation of your practice –do they match up?
- Images – are they pet owner friendly?





FACEBOOK

You're doing it wrong.

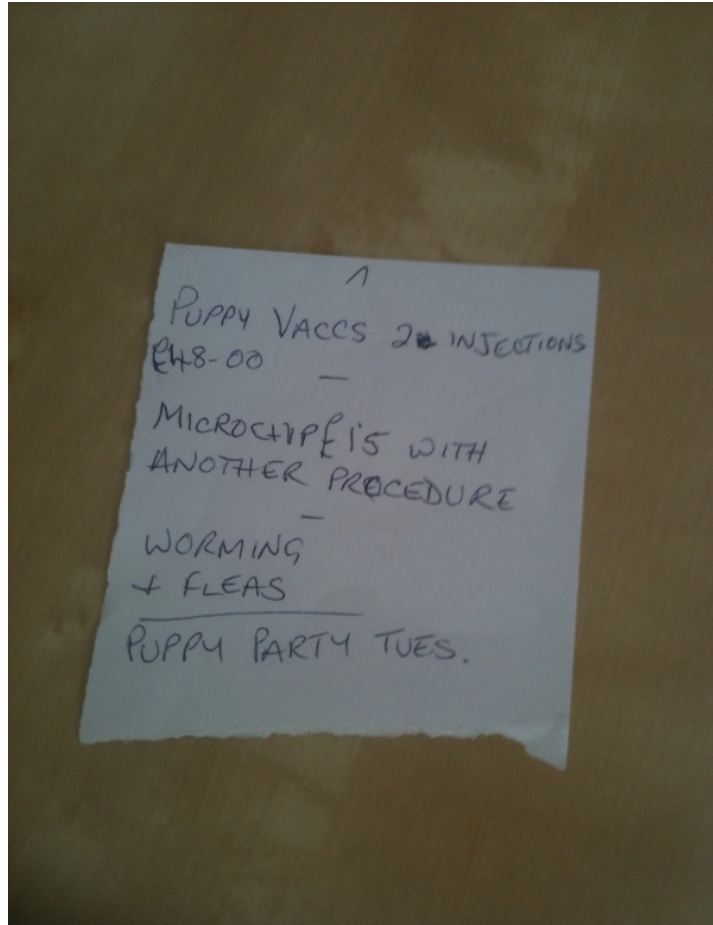
Social Media

- Gives your practice a personality
- Regular Updates which are warm and interesting
- Interaction with customers
- Number of likes or followers key
- Link FB/Twitter for ease

Recommendation

- If something is good, people talk about it
- Who talks about you, and what would they say was great?
- Friends & Family
- KOL

Reaching them ...keep on brand



Filling the funnel – you've made the phone ring, now what?



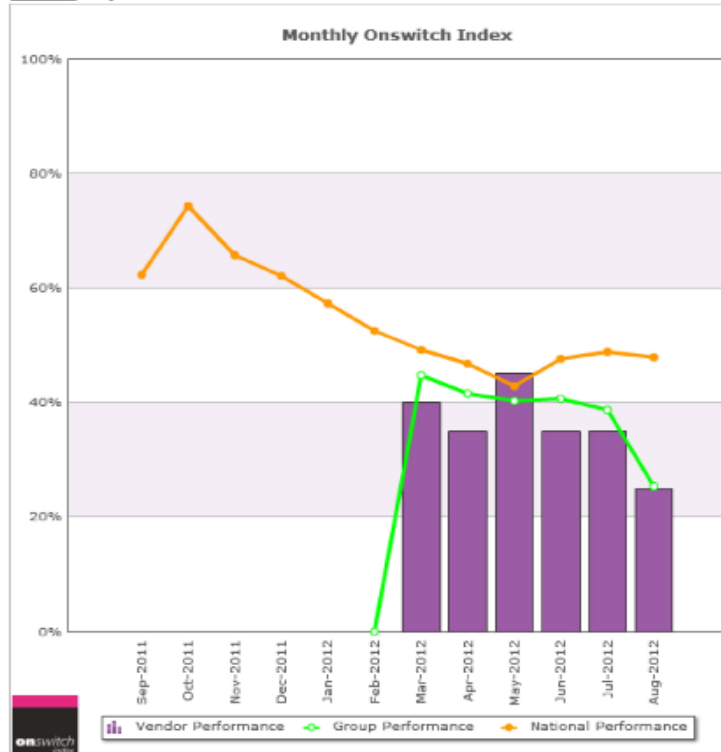
Need to convert enquiries to consults: No calls, no appointments = no pets!

- Phone enquiries need to be converted to consults – how many inbound calls do you receive and how many do you convert?
- 40% target
- How do your customer care team currently deal with calls?
- How do you deal with them?
- Is everyone in the practice warm, friendly, engaging, informative? Every time?
- Who monitors the team and how?

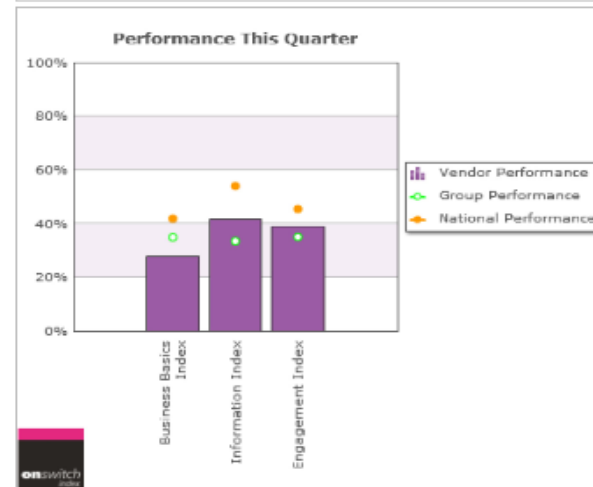
Some are not so great on the phone....

The Onswitch Index

Aug-2012



Month	Vendor	Group	National
Sep-2011			62.31%
Oct-2011			74.30%
Nov-2011			85.69%
Dec-2011			82.08%
Jan-2012			57.30%
Feb-2012		0.00%	52.52%
Mar-2012	40.00%	44.77%	49.22%
Apr-2012	35.00%	41.52%	46.79%
May-2012	45.00%	40.28%	42.87%
Jun-2012	35.00%	40.66%	47.62%
Jul-2012	35.00%	38.71%	45.83%
Aug-2012	25.00%	25.38%	47.89%



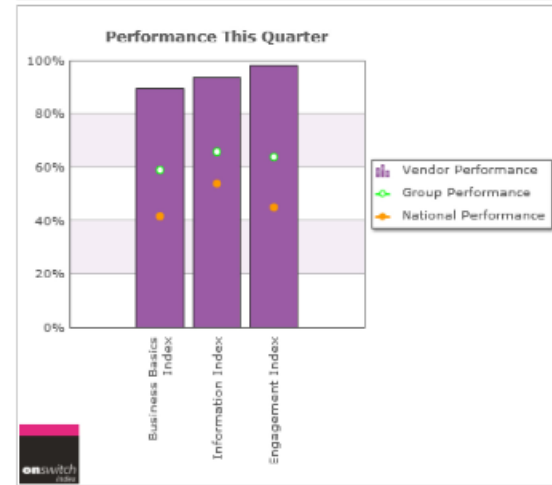
<http://www.onswitch.co.uk>
© 2012 Onswitch Ltd.

follow us on
facebook

Some are much better ...



Month	Vendor	Group	National
Sep-2011			62.31%
Oct-2011	100.00%	77.87%	74.30%
Nov-2011	93.33%	78.48%	65.59%
Dec-2011	96.87%	65.55%	62.08%
Jan-2012	60.00%	57.18%	57.30%
Feb-2012	80.00%	57.85%	52.52%
Mar-2012	91.87%	66.37%	49.22%
Apr-2012	95.00%	64.80%	46.79%
May-2012	83.33%	53.58%	42.87%
Jun-2012	88.33%	65.04%	47.32%
Jul-2012	90.00%	62.84%	48.53%
Aug-2012	96.87%	66.37%	47.89%



<http://www.onswitch.co.uk>
© 2012 Onswitch Ltd.



Arriving at the practice



1st impressions count

- Can they find you?
- Signage and exterior
- What does reception look/smell and feel like?
- How are your customers greeted? Think NHS!
- Eye contact and smiles
- Name badges?
- Uniforms?

Waiting



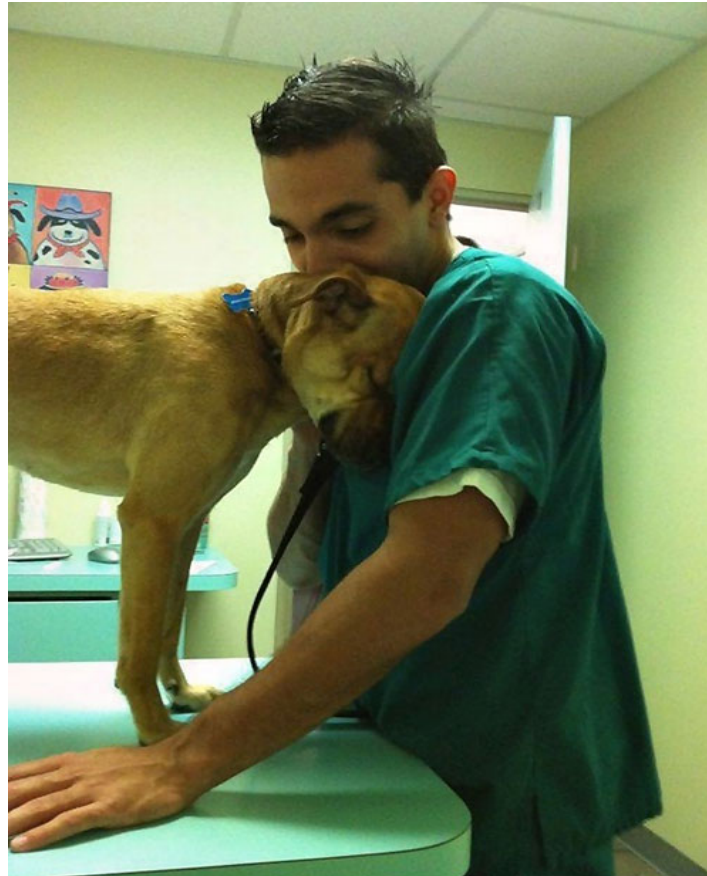
Waiting Rooms

- Firstly, don't keep them waiting, but for the short time they are there...
- What do your customers have to look at?
- Are you selling your practice while they wait?
- Are your notice boards current and relevant?
- Are your merchandise areas tidy and stocked?

The consultation



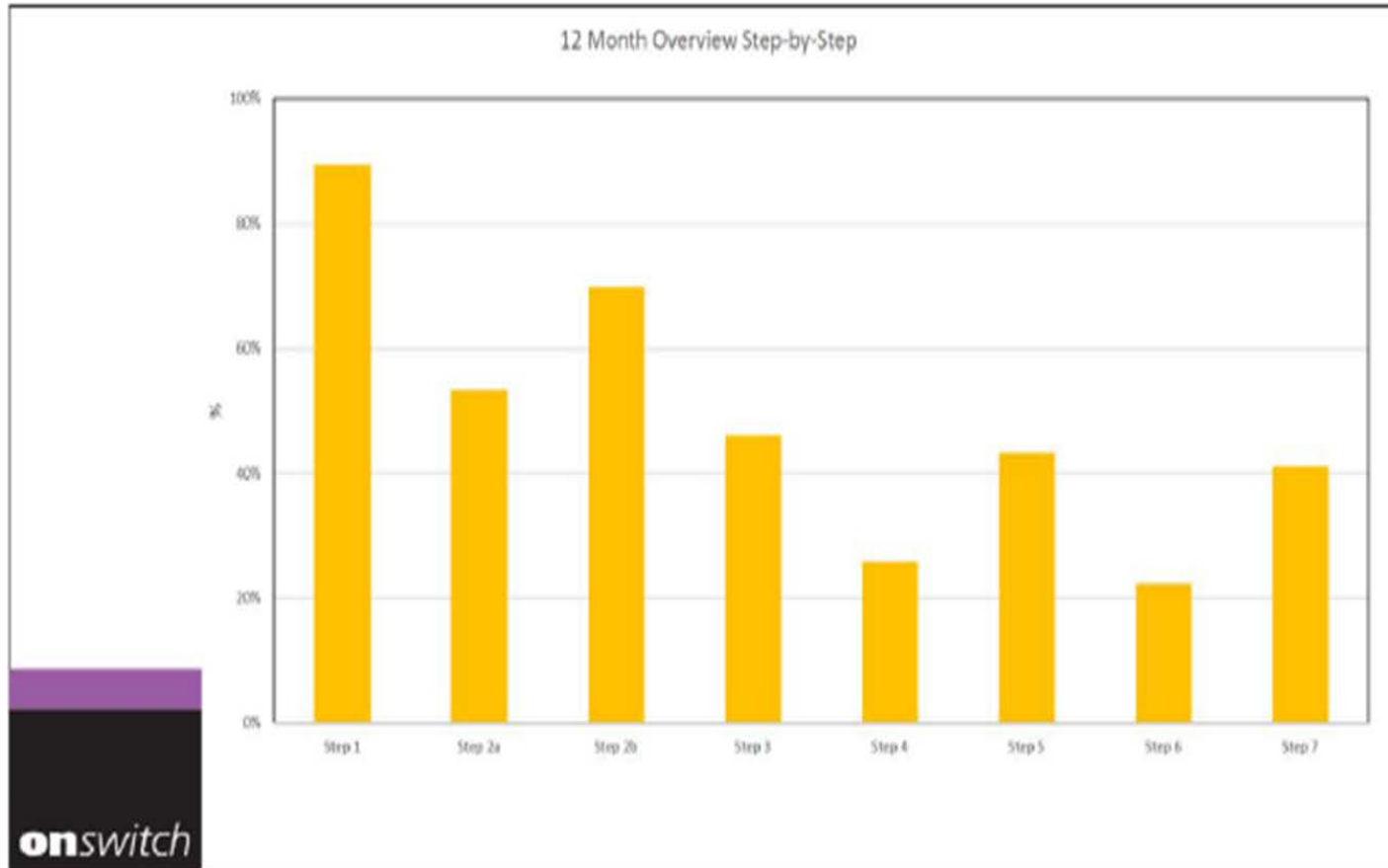
What does the customer want?



Consultation room; the heartbeat of the practice

- Owners generally just see the waiting room and consult room – this is where they have the experience
- What is the appointment for?
- Routine/illness/emergency will affect the mood
- Communication is key
- Where is the value for money?
- What are you recommending and how?

Consultation – What actually happens?



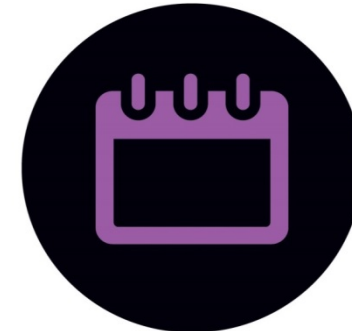
Treatment plan: Clear



Estimate: Clear



Next appointment: Booked



What owners always say about what they want from a vet

- Care
- Convenience
- Cleanliness
- Compassion
- Respect for their pet
- Empathy
- Customer care
- Value my business – I have a choice



Note clinical/cost - no mention: Make it easy

Customer experience matters- think Footsteps

- Plot your own journey – who/when/how
- Deliver it brilliantly
- Think customer
- Always offer best for pet
- **Use Onswitch Index**
- **Use 5 steps**
- **Use 7 steps**
- **Use footsteps**
- **Use the Onswitch Fixer**
- Enjoy