



Will your clients recommend you?

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Introduction

- Managing Director of Warman Business Consultants
- Chairman and COO of Vet Skill Ltd
- Chairman of AliKC
- FD Bedfordshire and Cambridgeshire Rural Support
Group Ltd



Why, What, How?



Why, What, How?

- Why Me?
- What am I going to share with you?
- How will it benefit me...YOU and your Practice?



Why Me?

- Attended Head Nurse Congress last year. I answered a question on NPS
- NPS = Net Promotor Score
- 41 years as a front line Banker
- Worked in every aspect of Domestic Banking
- Last position an Area Director Business Banking



What am I going to share with you?

- What is NPS and what is it used for?
- How does it work?
- Who uses it?
- How is it viewed as a tool for measuring service and recommendation?
- Would it work for you?
- Is it used in the veterinary sector already?

How do you know if your business/practice is successful?

- Busy diary
- Phones ringing all day (answered correctly)
- Referrals and recommendations
- Profits
- A very happy Vet/Owner

What if it all goes wrong?



Signs of business lethargy and decay

- No appointments
- Phones stop ringing
- Nobody walking through the door
- Staff leaving
- Profits falling
- Unhappy Vet/Owner
- Bad publicity



First impressions count



- FPC = First Point of Contact
- Phone
- Visit Practice
- Social media (Web, Twitter, Facebook)
- Your human senses eyes, ears, nose and physical safety
- My experience as a professional Banker and now as a customer
- We naturally accept the normal. Your perception is your reality. Challenge your senses each and every day
- Never walk past a problem, face it, deal with it, keep the Client/Customer happy.

REAC

REAC = Retention, Expansion, Attraction and Contraction

- Retention – 5% increase in retention yields profit increases of 25 – 95%
- Expansion – 65% of business comes from existing customers
- Attraction – Can cost as much as 30 times as much to get a new client
- **Contraction – the necessary Taboo subject. Time wasters, be diplomatic**
- 80/20 rule

The 'So what' test



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The 'So what' test

- So what if I am being demonised
- So what if I put my prices up
- So what if the phone is not ringing
- So what if I am not meeting my targets
- So what if the RCVS receive a complaint
- Clients will vote with their feet

How?

- Can I measure customer retention in my business today?
- Do I take action and when?
- Can I engage with my team?
- Can I engage with my clients?
- Can I introduce NPS, is it expensive?

In conclusion

- NPS is not for all
- So much can be done without any expense
- Use your own common sense
- Never walk past a problem
- The Client/Customer is always right (maybe?)

The Client/Customer is always right (maybe?)



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Thank you



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