

Veterinary Industry Analysis

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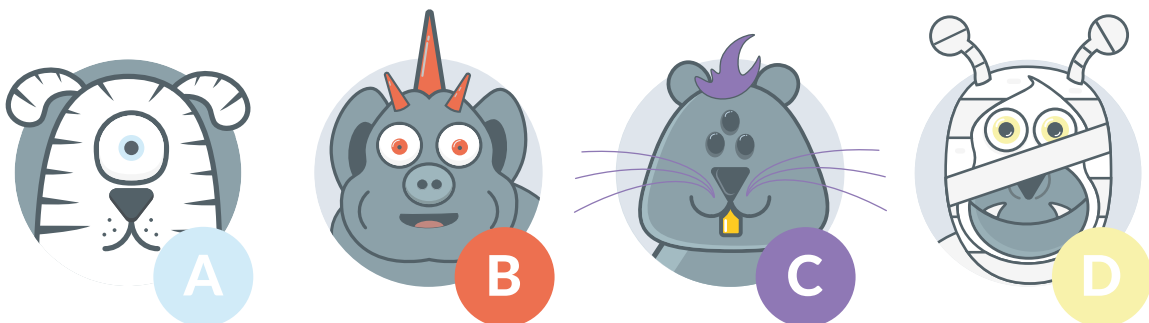
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PREFACE:

SAS Knows that **Growth Depends on Availability.**

Even for established veterinarians, using voicemail to field missed calls can damage your bottom line. And for people who are just starting out, losing one prospective customer can easily become a make-or-break situation. That's why many veterinarians look to Specialty Answering Service to provide exceptional 24/7 live-operator customer support.

If you've never used a call center, or if you are using a service and want to do a side-by-side comparison, then this veterinary industry analysis of a few of our valued clients will point you in the right direction.

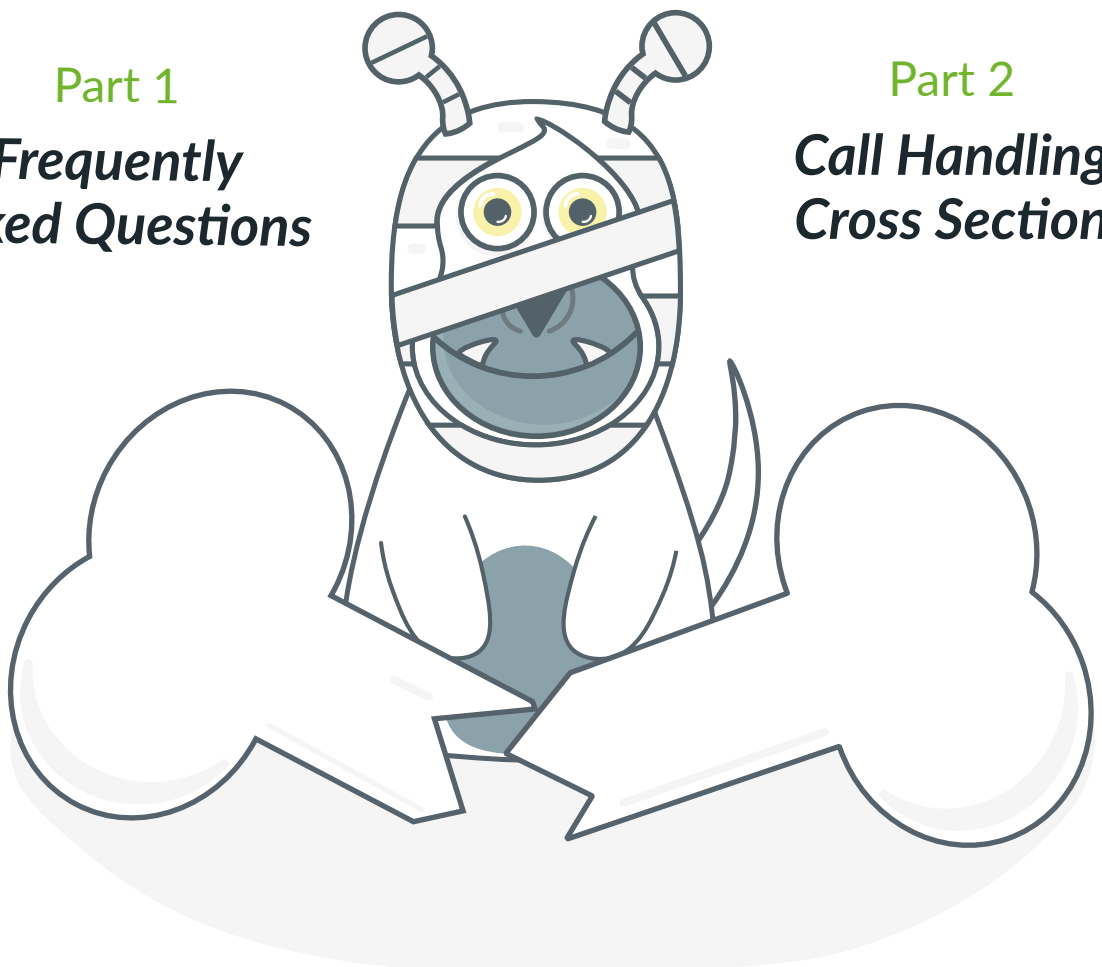


Start with **Programming Basics.**

Succinct, straightforward scripts are the key ingredient to a successful phone call. Whether you're using SAS as an answering service or virtual receptionist, guiding the operators by way of frequently asked questions or specific language to employ will ensure that calls flow smoothly for the customer and operator alike.

We've broken programming down into two parts.

Part 1
***Frequently
Asked Questions***



Part 2
***Call Handling
Cross Section***

Part 1: *Frequently Asked Questions*

FAQs allow our receptionists to provide general knowledge via phone rather than take a message. The majority of accounts contain details such as location, business hours, phone number, and website. Additional questions are formatted with concise, uncomplicated language.

Here's how four of our veterinary clients personalized their FAQs.



- What is your price for neuter and spay?
- Do you offer any promotions?



- Do you declaw?
- Do you offer transportation to your office and back?

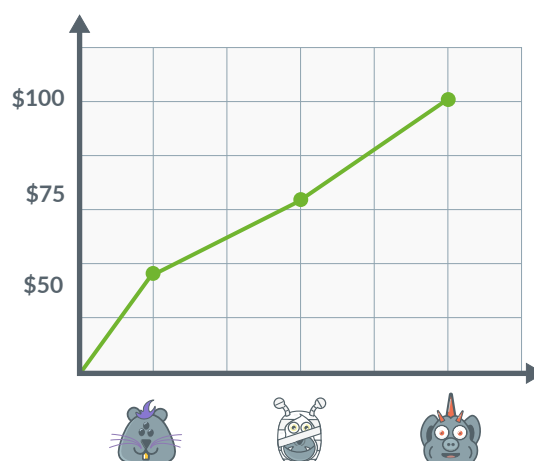


- Do you offer emergency services on weekends and/or nights?
- What are your prices for emergency services?



- What types of services do you offer?
- What type of animals do you service?

Types of Animals Serviced: What type of animals you service is usually the first thing customers ask when calling for veterinarians. While cost will vary depending on the type of animal, it can be beneficial to include which type of animals you service, which type of services you offer and their prices, if possible, in your FAQs.

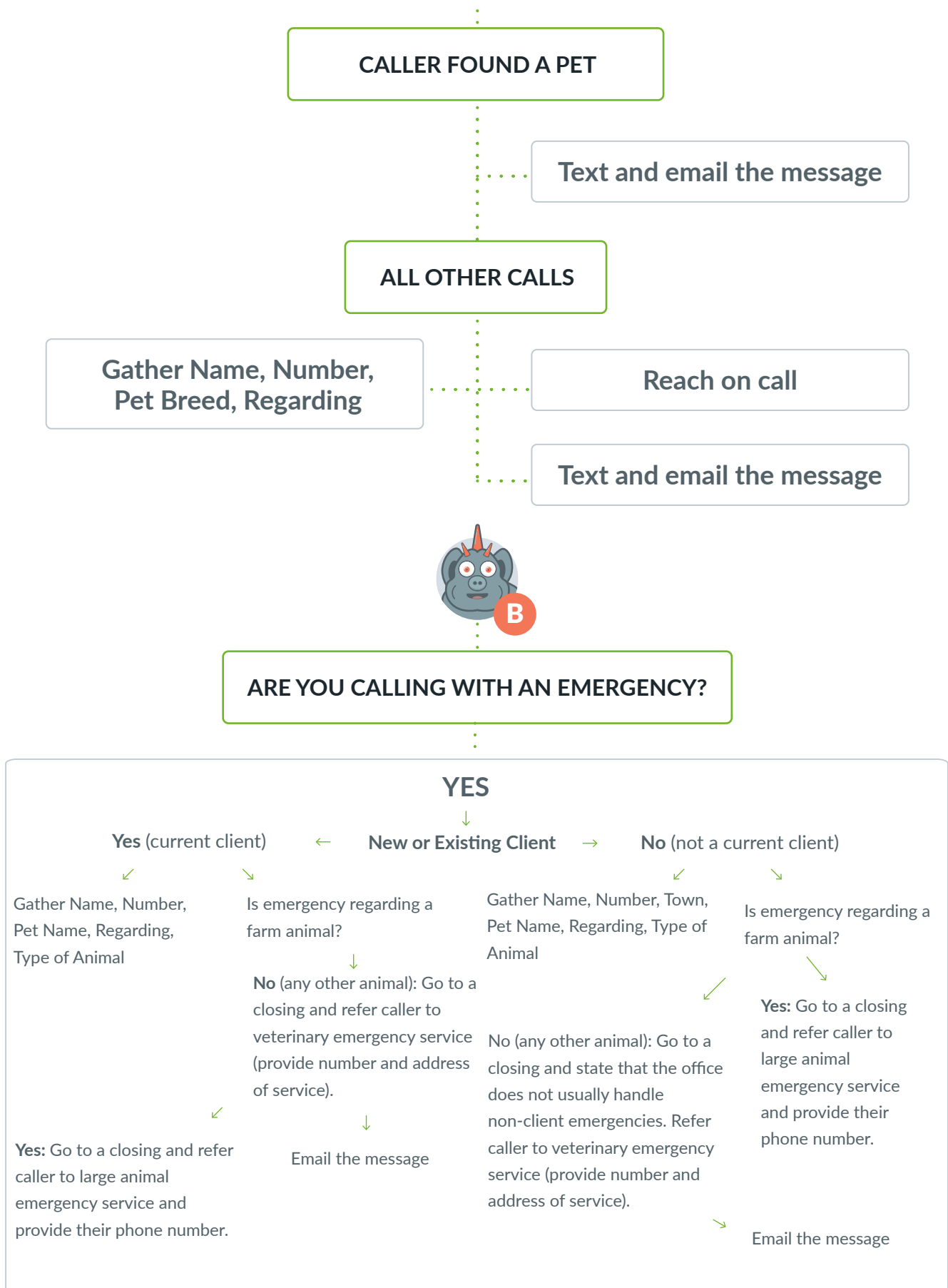


Part 2: ***Call Handling Cross Section***

Call handling, or scripting, is what the operators use to interact with your customers. You might have different instructions based on the caller's question or issue, or maybe you want a basic message for all calls.

As you can see below, scripts run from simple message taking to more involved scenarios.



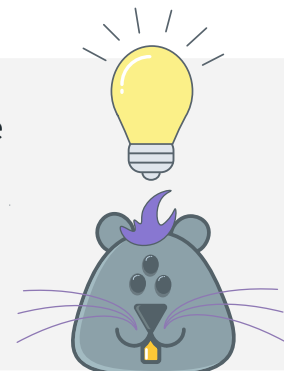








The details above are just the tip of the iceberg. There are all kinds of things that you can add to your script, such as Reach On-Call, Warm Transfers, Appointment Setting, and more!



Evaluating Statistics **by Call Type.**

Depending on the type of veterinary services you provide, inbound call statistics can vary. For example, veterinary offices tend to be busier in the summer and spring months when pets are outside more often, compared to winter months.

Understanding your call traffic helps SAS staff accordingly, and the data trend will give you a solid reference point for when you may need to step up your advertising to draw more clients. You'll also have an indication of which months might cost you a bit more or a bit less so that you can plan ahead from a financial standpoint.

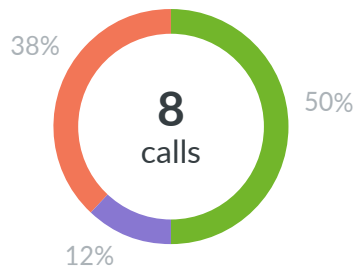
Check out the 2017 call volume breakdown for these four clients.

Whether you're looking for the total number of calls or calls segmented by type, we have you covered. Knowing peak hours will help you determine whether to use SAS 24 hours a day or just for after-hours or overflow support.

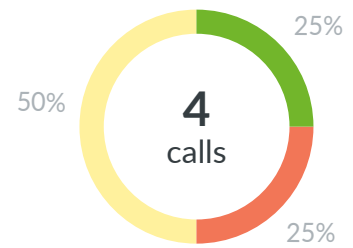




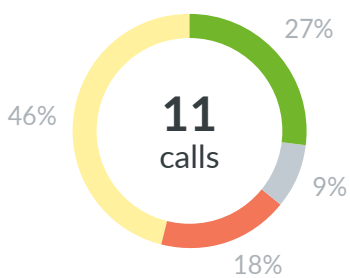
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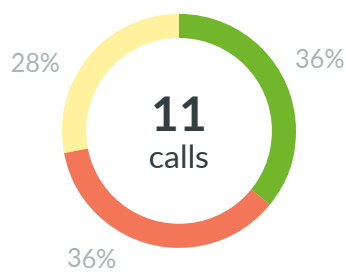
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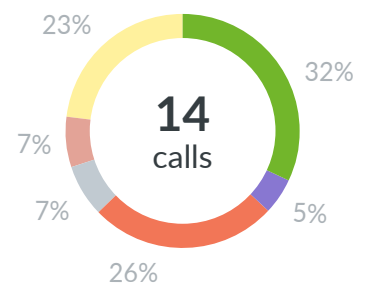
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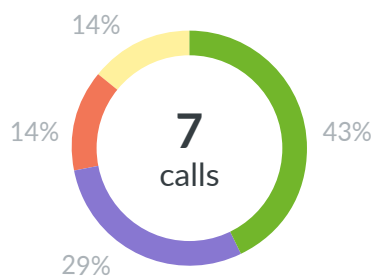
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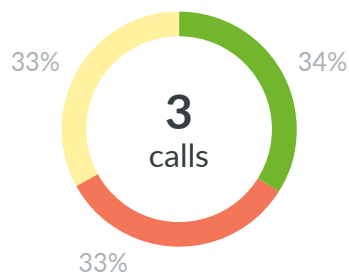
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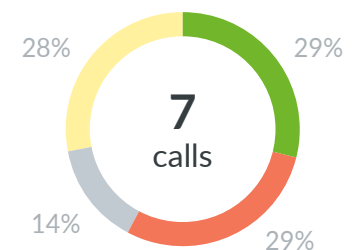
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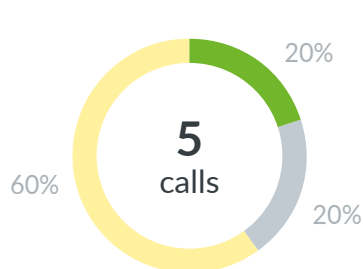
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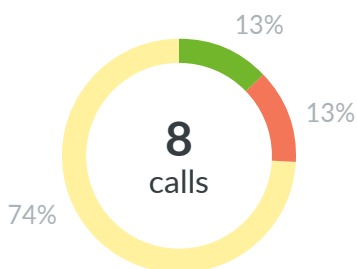
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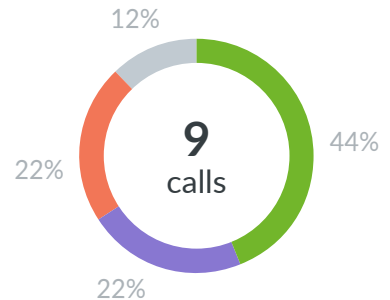
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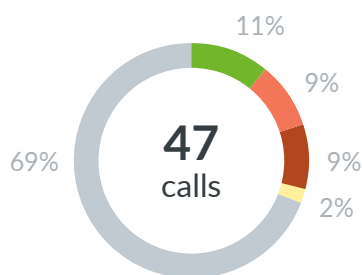
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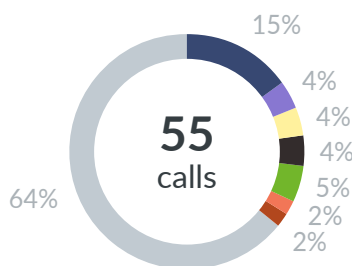
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LEGEND:

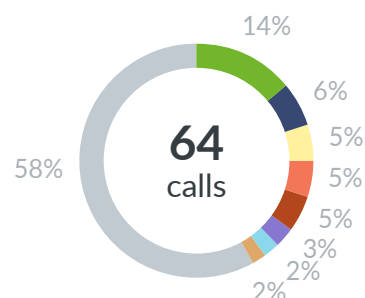
- Dialed Out
- Appointment – Reach on Call
- Urgent Appointment – Refer
- Message Sent to On-Call
- Info Only – Answered Question, Solicitor, Wrong Number
- Message Ticket



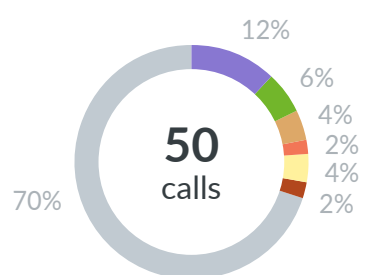
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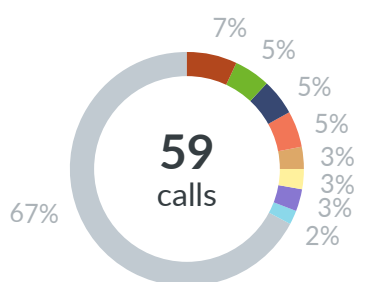
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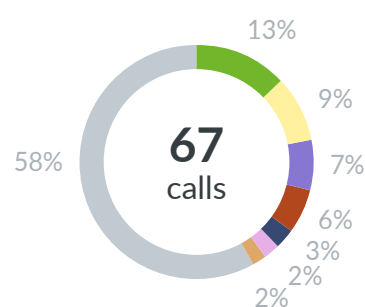
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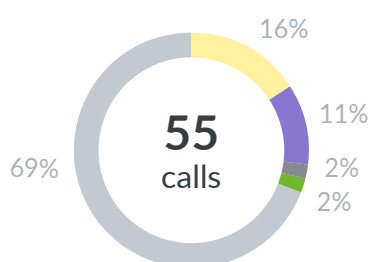
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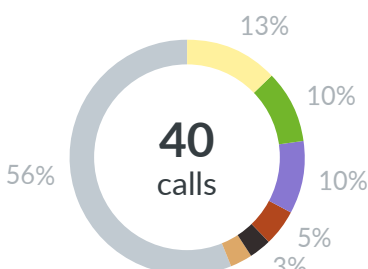
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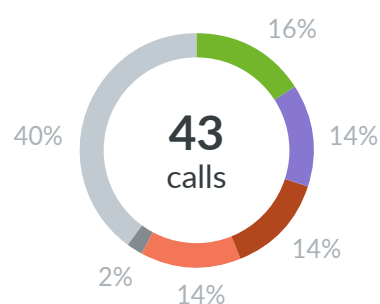
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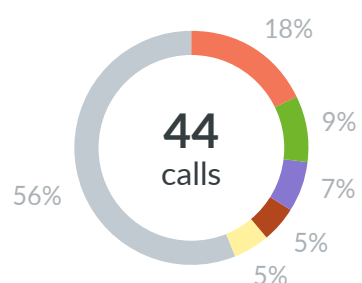
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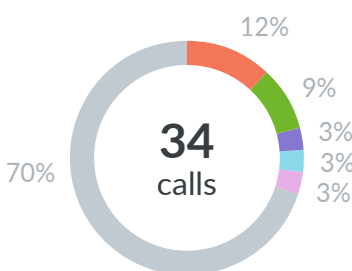
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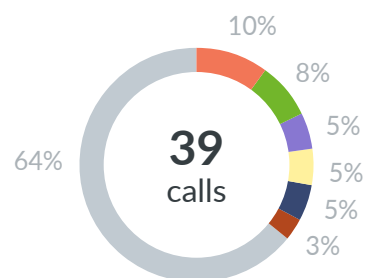
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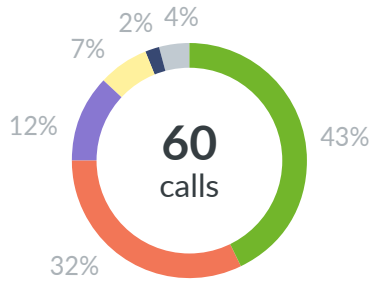
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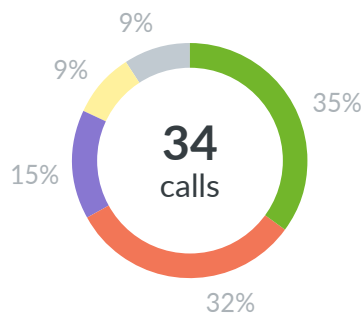
- Message Ticket
- Client Business Hours Emergency - Other Animal
- Non-Client Emergency - Other Animal - Referred to ER Clinic
- Needs an Estimate

- Client After Hours Emergency - Other Animal - Referred to ER Clinic
- Client Business Hours Emergency - Referred to ER Clinic
- Wants an Appointment
- Non-Client Emergency - Farm Animal

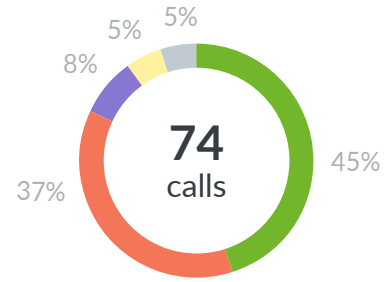
- Info Only - Answered Question, Solicitor, Wrong Number
- Client Business Hours Emergency - Farm Animal
- Client After Hours Emergency - Farm Animal
- Returning a Call



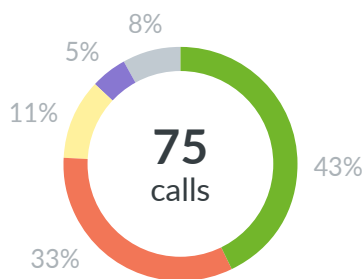
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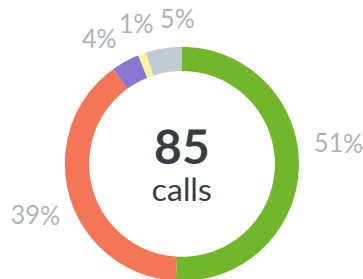
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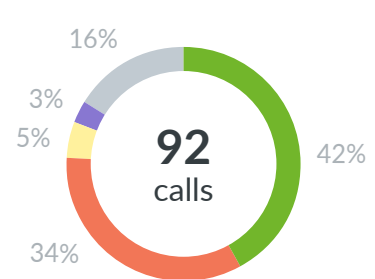
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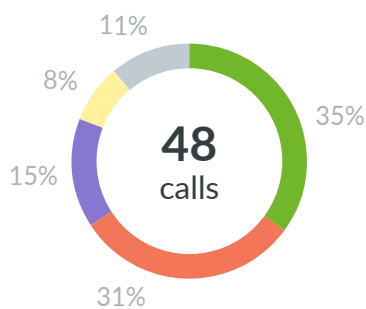
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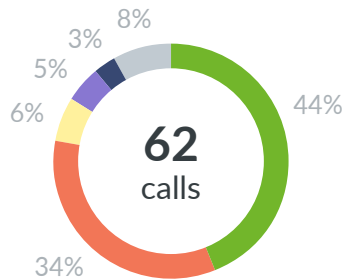
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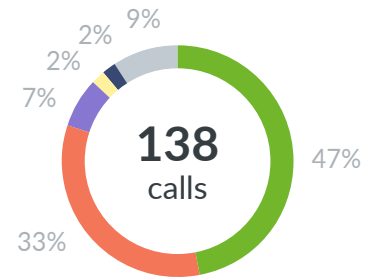
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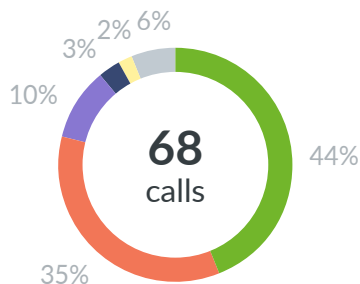
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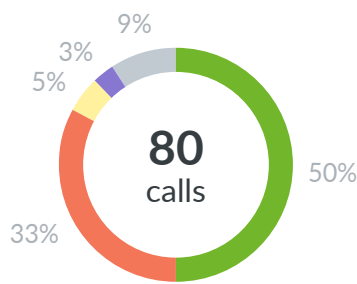
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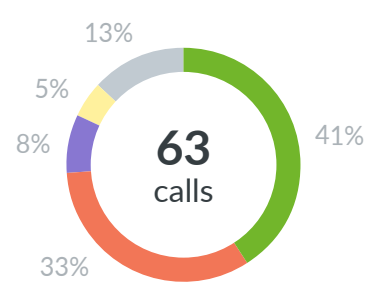
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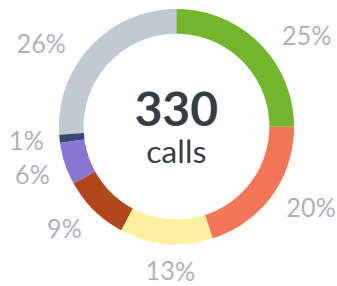
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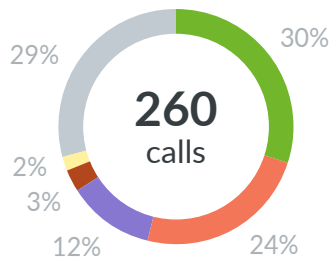
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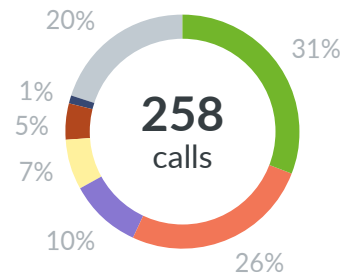
- Dialed Out
- General, No Message
- Message Ticket
- Emergency - Reach on Call
- Did Not Agree to ER Fees
- Info Only - Answered Question, Solicitor, Wrong Number



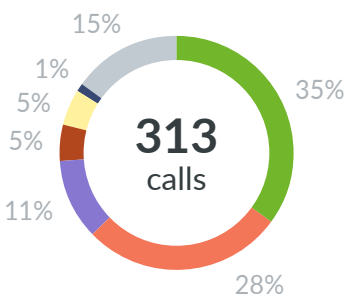
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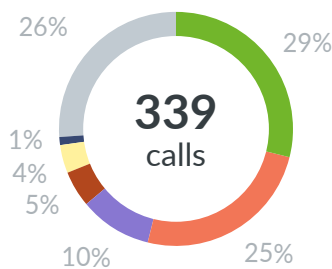
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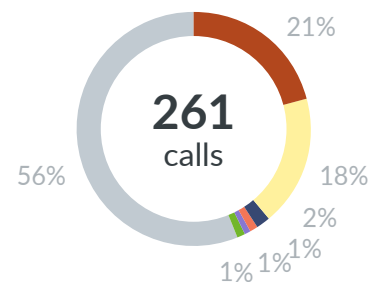
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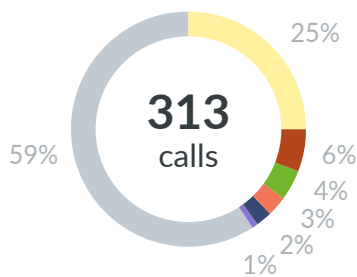
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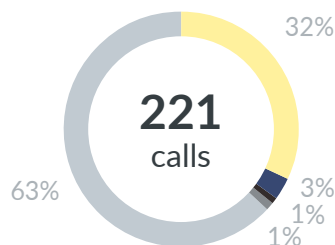
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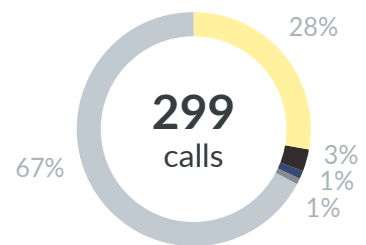
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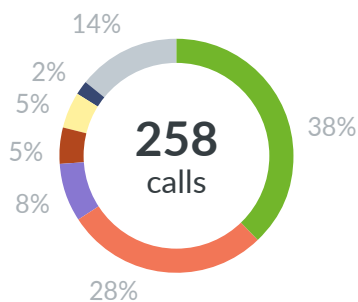
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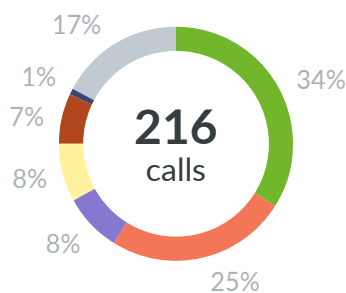
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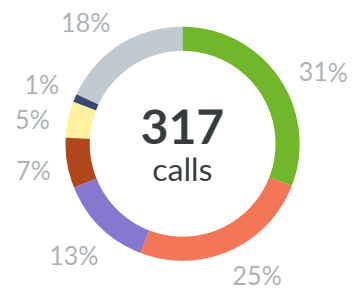
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November 2017



December 2017

LEGEND:

- Dialed Out
- Reach On-Call
- Non-Emergency

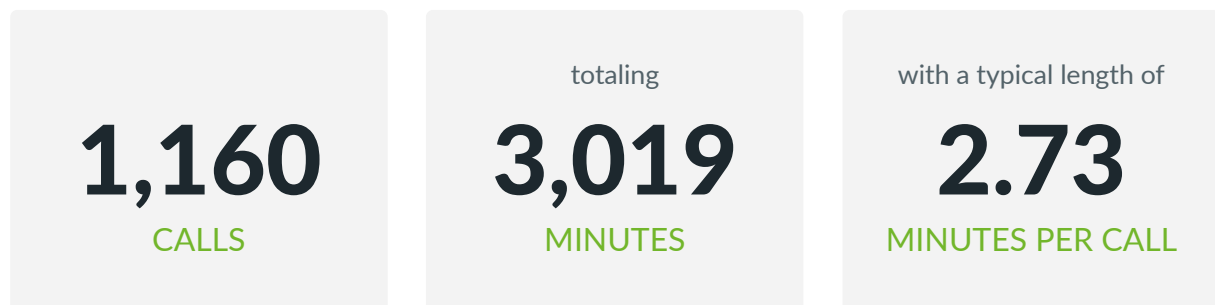
- After Hours - Message
- After Hours - Refer to ER Vet
- Message Ticket
- Existing Client - General Message




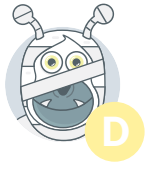
- New Client - General Message
- Info Only - Answered Question, Solicitor, Wrong Number

Putting it All Together

Call Volume Statistics.

Taking an average of the data for all four veterinary clients, in 2017, we answered approximately:



Client				
Answered calls	254	482	523	3,384
A total minutes	751.16	1,057.65	1,688.54	8,580.12
Average call length minutes	2.96	2.19	3.23	2.54

The Cost for **Amazing Service.**

At SAS, we strive to provide cost-effective service that is designed to improve your day-to-day operations and make your life easier.

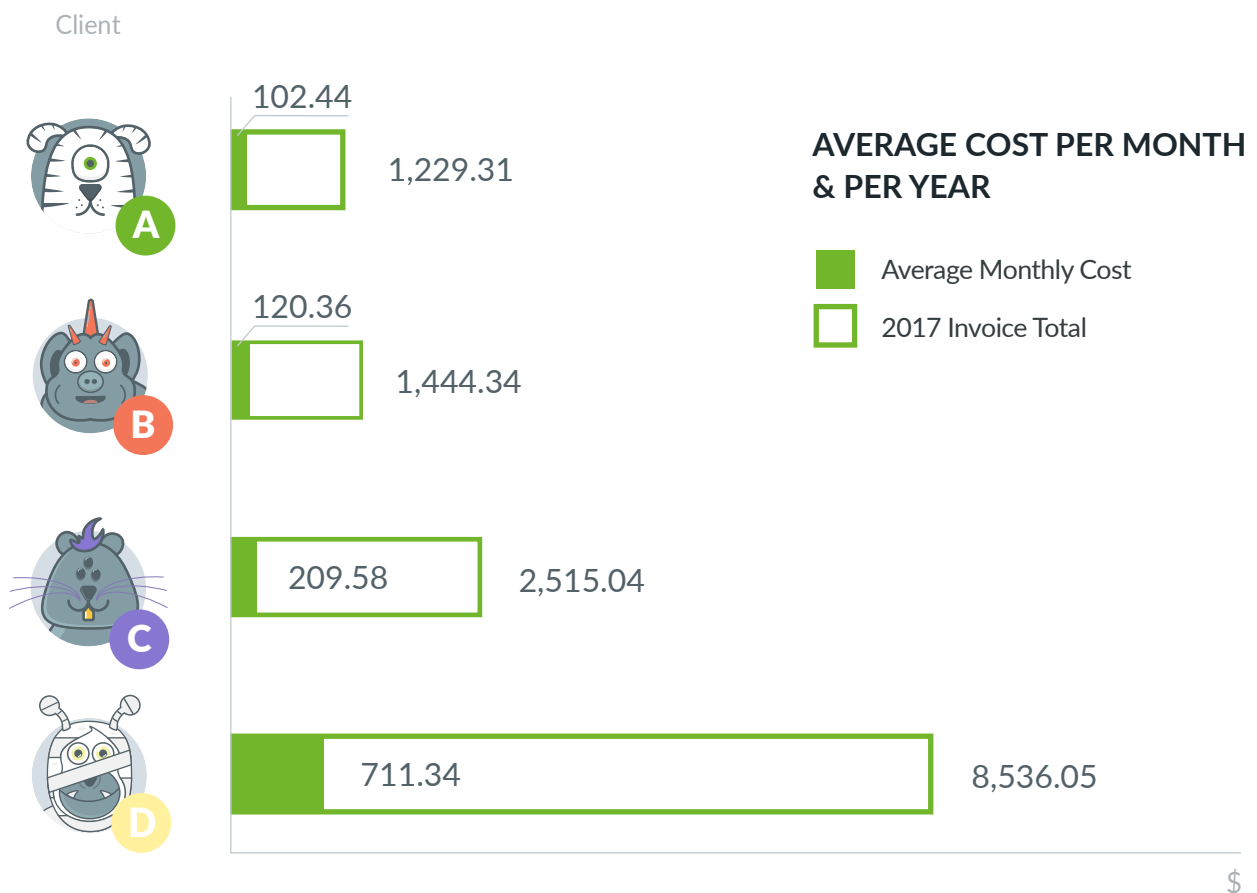
Based on our data, the average veterinary company can expect to pay around:

\$286
PER MONTH

&

\$3,431
PER YEAR

Consider this. According to Glassdoor.com, the average salary for a full-time receptionist is around \$29,000. That's more than twice the annual invoice total for our busiest veterinarian clients, and it doesn't take into account overhead costs such as insurance and equipment!



Gaining Perspective.

Ultimately, what are the benefits of using Specialty Answering Service over having an answering machine manage your missed calls? Reviewing the call and cost data as a whole, the answer is clear.

If you're looking for ways to justify cost, this generalization will do the trick:

- You receive 1,160 calls per year.
- As a result of your busy schedule, you miss 197 of these calls, or about 17%.
- Instead of leaving you a voicemail, callers just dial the next veterinary office in the phone book.
- We'll guesstimate that 100 calls would have resulted in new business.
- According to Thumbtack, the average cost for a veterinarian wellness exam is between \$45 and \$55 per hour. So, we'll go with \$50.
- The average cost of having SAS capture the missed calls might be somewhere around Client C's invoice total. We'll round it up to \$2,600.



Now, let's imagine two scenarios:



Exam last – 1 hour

- 200 appointments x \$55 = **\$11,000**
- **\$11,000 - \$2,600 = \$8,400**



Exam last – 2 hours

- $\$55 \times 2 = \mathbf{\$110}$
- 200 appointments x \$110 = **\$22,000**
- **\$22,000 - \$2,600 = \$19,400**

Without SAS:

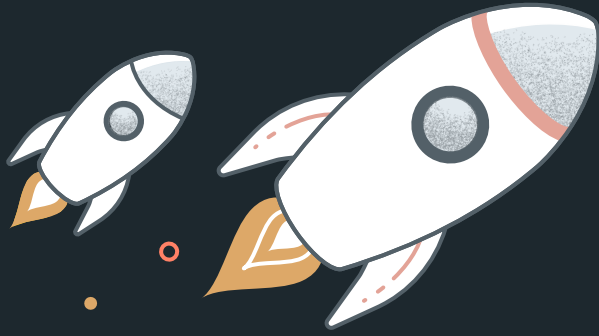
You lose **\$11,000** per year.

You lose **\$22,000** per year.

With SAS:

You gain back **\$8,400** of the revenue that blew out the window when your answering machine picked up.

You'll have **\$19,400** net revenue.



• Taking You **Farther, Faster.**

With Specialty Answering Service on your side, you will have the freedom to worry less about what you're missing and the time to focus on paving the road ahead.

Contact SAS today, and get ready to open the door to more business, happier customers, and a healthier bottom line!

