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Paul Camilo
Practice Administrator
Hometown Animal Hospital & Dental Clinic

Good customer service doesn't necessarily **WOW** clients



WOW is a word used to express strong feeling (as pleasure or surprise)



Clients that receive what they come in for typically will not be **WOWed**



W hat

O wners

W ant



What do owners want?

- Vaccines?
- Teeth cleaning?
- Heartworm prevention?



Owners want what they cannot buy

- A warm greeting
- A smile
- A relationship
- Great memories



The **WOW** factor is a powerful tool because...

- It builds lasting relationships with clients
- Fosters a proud and enthusiastic team culture

There are three **WOW**ing opportunities

1. On the phone
2. While in the office
3. Through imaging



What Owners What starts
with the phone call



First impressions are made
within the first 15 seconds



Sounds easy...

Basic phone tips

- Answer the call within three rings
- Use a script
- Smile with good body language
- Speak with sincerity
- Always be courteous
- Never sound rushed



After your icebreaker...

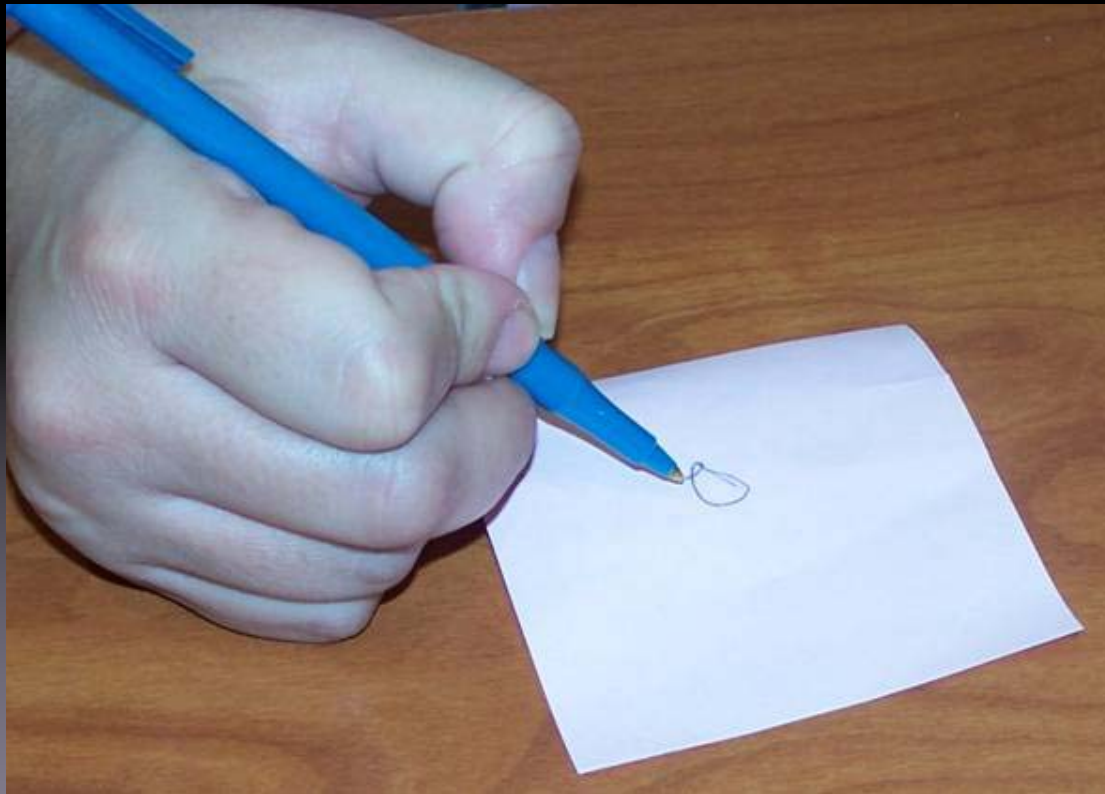


Clients start giving important bits of information;
Name, pet's name, species, reason for call

Common mistake, working backwards



General rule; be prepared to write down important information



Make a personal connection within
the first 15 seconds

- complement the dog, breed, or name
- share a personal experience

Create the perception of the client
selecting the most convenient
appointment time for them (Rule of
Two)



Keep it personable, yet
systematic

- Use the client's and pet's name at least twice
- Review all the important information from the phone call at the end
- Ask the client if there is anything else you can help them with
- Ask the client to call in advance if they think of any questions
- Close the conversation with, " I look forward to see you and Fluffy...."

Mechanics Lingo



That is what happens when an annual vaccine visit turns into an Oral ATP and Derm work-up



WOW them on the phone!



WOW them in the office!



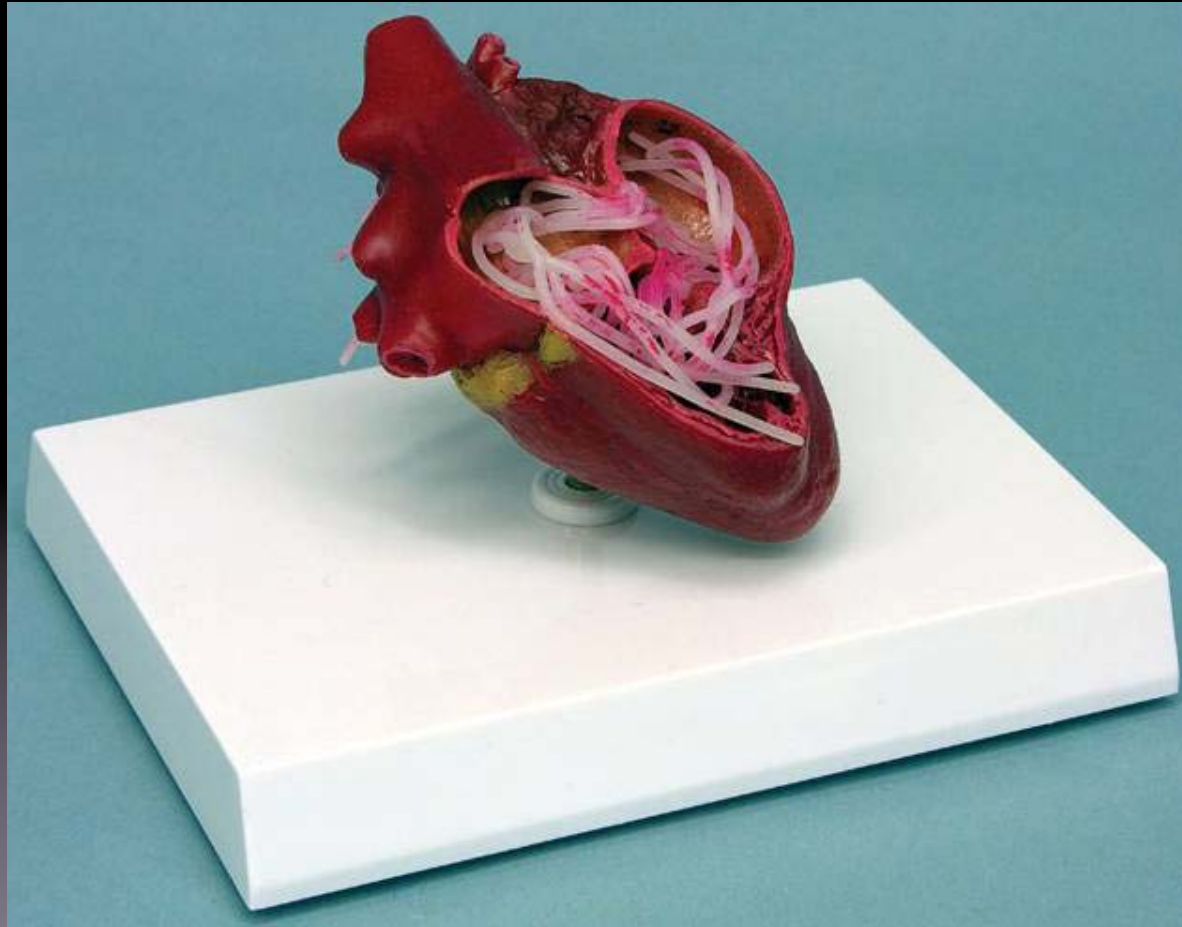
The three opportunities when WOWing...

- Check-in
- Exam room
- Check-out

WOWing during check-in

- Greet the client using their name without asking for it
 - Familiarize themselves with the appointment schedule
 - Play the game
- The area should be comfortable, clean, and odor free
- Update the décor periodically

I advocate client education, however..



Keep the décor pleasant



|| Add a personal touch



Use handouts to educate clients



Offer refreshments



Provide entertainment

- Light music

- Television



- Provide a computer with access to your website

Our highest mission



If you don't understand part of a book or magazine, you just read it again



You must speak to your audience not at your audience



Bring your communication tool box to the exam room each and every time



Your tool box should include

- Always maintain positive eye contact
- Always speak positively
- Use descriptive, expressive words that paint a picture
- Speak with sincerity
- Show what you mean through great body language
- Fluctuate your tone of voice and pitch to convey emotion

WOWing in exam room



WOWing at check-out



|| This person makes or breaks the entire visit

- Should be your top receptionist
- Should feel comfortable about talking about and collecting money
- Well versed in all products in that area
- This person should never answer the phone
- This person should never leave the station

Other points for check-out;

- This person should know the clients name before they get there
- Again, make it personable. Use the pet's name. Give the pet a compliment
- The goal is to focus the attention from paying the bill into creating a relationship
- End with, " Is there anything else I may help you with"

Without the extras client will not be **WOWed**



A picture is worth a thousand words



Pictures should become part of the culture throughout the office



The front staff's role



Avi mark picture

Client Information Display - Paul Camilo

Clients Work with Applications Utilities Help

CLIENT: **Barbara Barada** (6) No. 7344

Name	Barada	First	Barbara	Title		Added	02/17/05
Address	1443 Crossbill Ct	Phone	954 385-9990	Codes	A	E-mail	cbarada@aol
		Work	954-683-9303	Class	01	Fax no.	
City	Weston	State	FL	Zip Code	33327	Balance	0.00
Referral	Kim Weber	Spouse		Cell	954-649-2254	Folker	0
				Co.	01		

Zebib, E Muller, R Barada, B

PATIENT: Chloe

Name	Chloe	Codes		Sex	S	Added	02-17-05
Birthdate	10-30-04	Age	2y	Rabies	480817	Reminded	02-27-07
Breed	Pointer, German Shorthair	Plan	(none)	Deceased	(none)		
Color	Brown and White	Weight	45.00	in lbs		Microchip	079*587*258
Species	Canine	Allergy	(none)	Relation	(none)		

SEM	Semi's Reminder	08-18-07
BASIC2	Canine Annual - Basic 2	03-08-08
PORPVAX1	Porphyromonas Vaccine	03-08-08
BORF	Bordetella Annual	03-08-08
LEPTOVA	Leptospirosis Vaccine	03-08-08
PARSF3	Parvovirus Annual 3	03-09-09

Reminders Follow-ups Estimates Split-billing Schedule

Medical History

Date	Time	Dr.	Type	Code	Description	Qty	Amount	By	Photo	Public?
03-09-07	3:02p	PC	N (n)	EMAIL\$	E-mail: results Subject: results To: cbarada@aol.com Attachment: C:\Documents and Settings\admin\Desktop\chloe.pdf Body	1	0.00			
03-09-07	9:40a	JB	S	VA	Valeria was your helper today :-)	1	0.00	VA		Yes
03-09-07	9:39a	JB	S	BASIC1	Canine Annual - Basic 1	1	195.25	VA		Yes
03-09-07	9:39a	JB	S	OVF	Office Visit/Exam	1	0.00	VA		Yes
03-09-07	9:39a	JB	S	RABAF3	Rabies Vaccination 3, #480817	1	0.00	VA		Yes
03-09-07	9:39a	JB	S	BORF	Bordetella Annual	1	0.00	VA		Yes
03-09-07	9:39a	JB	S	PORPVAX	Porphyromonas Vaccine	1	0.00	VA		Yes
03-09-07	9:39a	JB	S	LEPTOVA	Leptospirosis Vaccine	1	0.00	VA		Yes
03-09-07	9:39a	JB	S (na)	FECHF	Intestinal Parasite Screening No parasites found...app	1	0.00	VA		Yes
03-09-07	9:39a	JB	S (na)	SHWAF	Heartworm Antibody Test Negative...app	1	0.00	VA		Yes
03-09-07	9:39a	JB	S	HWPR	Heartworm prevent. reminder	1	0.00	VA		Yes

Chronological Diagnoses Injections Lab Rx Reminder Vaccs X-Ray SOAP Photos Notes Public

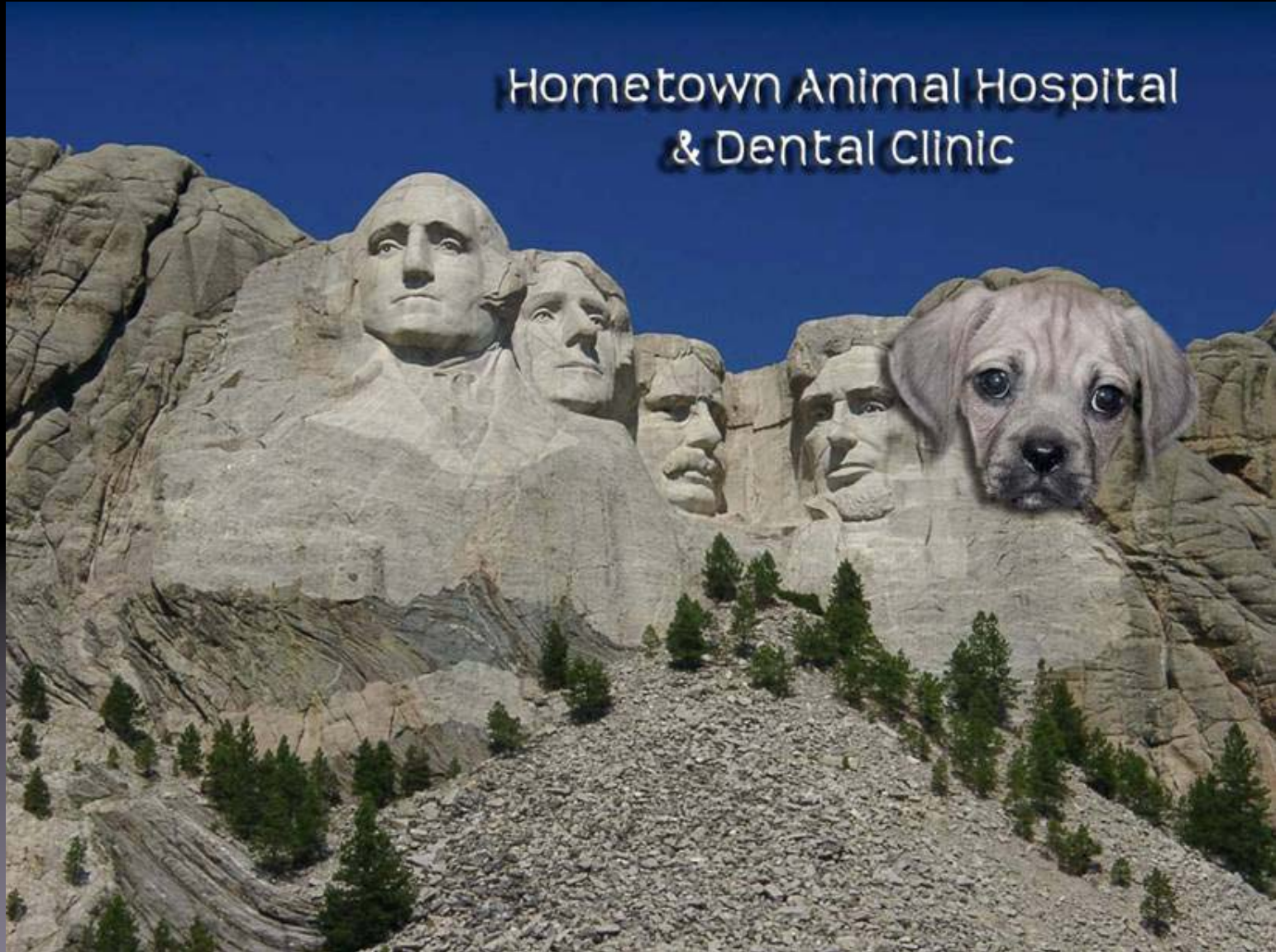
Attachments

- Appointment(s)
- Boarding
- More Stuff
- Notes
- Photograph
- Schedule
- Attachments

Chloe

start Windows Live Mail - M... POWER POINTS D on Homefs1 AVImark 4:25 PM

Photoshop fun



Hometown Animal Hospital
& Dental Clinic

Take pictures of pathology to better educate clients using the Polaroid Macro5



Help clients visualize the truth



Polaroid Macro 5



Picture produced within 2 mins

Use the picture along with handouts and books to explain issues



This powerful tool can be the deciding factor when a client is considering a



The technician needs to take pictures of the entire process



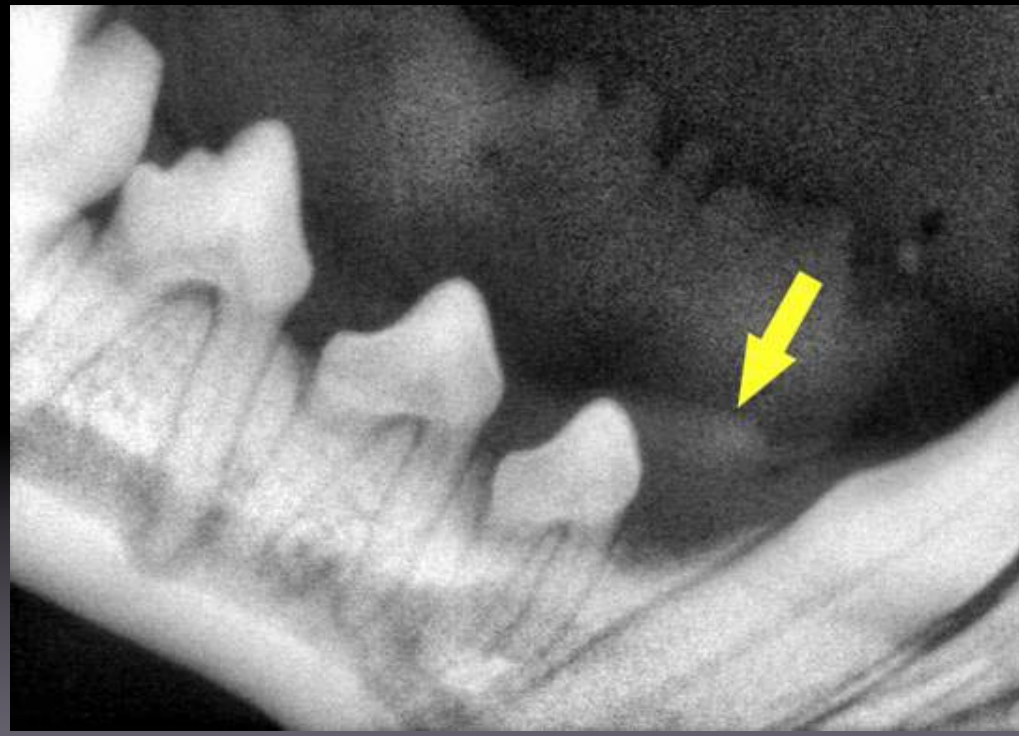
Starting with a picture of the patient before anesthesia



Right mandible reveals a missing first premolar



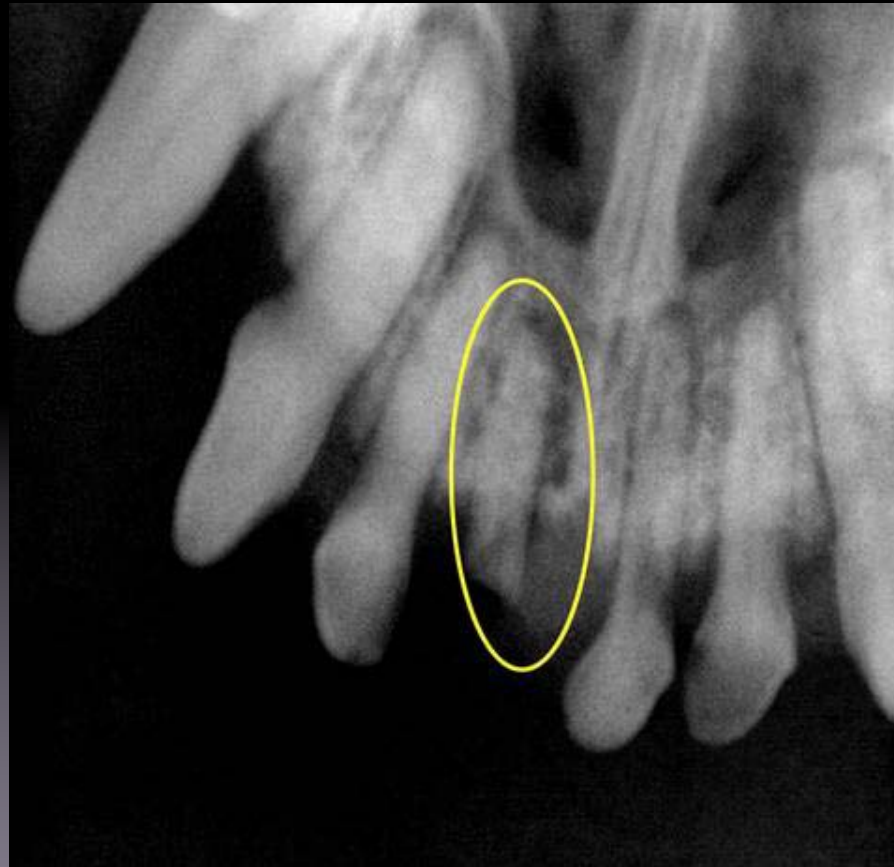
Radi ograph shows mi ssi ng tooth



Missing right maxillary first incisors
can be documented for the client



Digital picture of the radiograph showing a root fragment and periapical



Extracted tooth fragment image for the final report



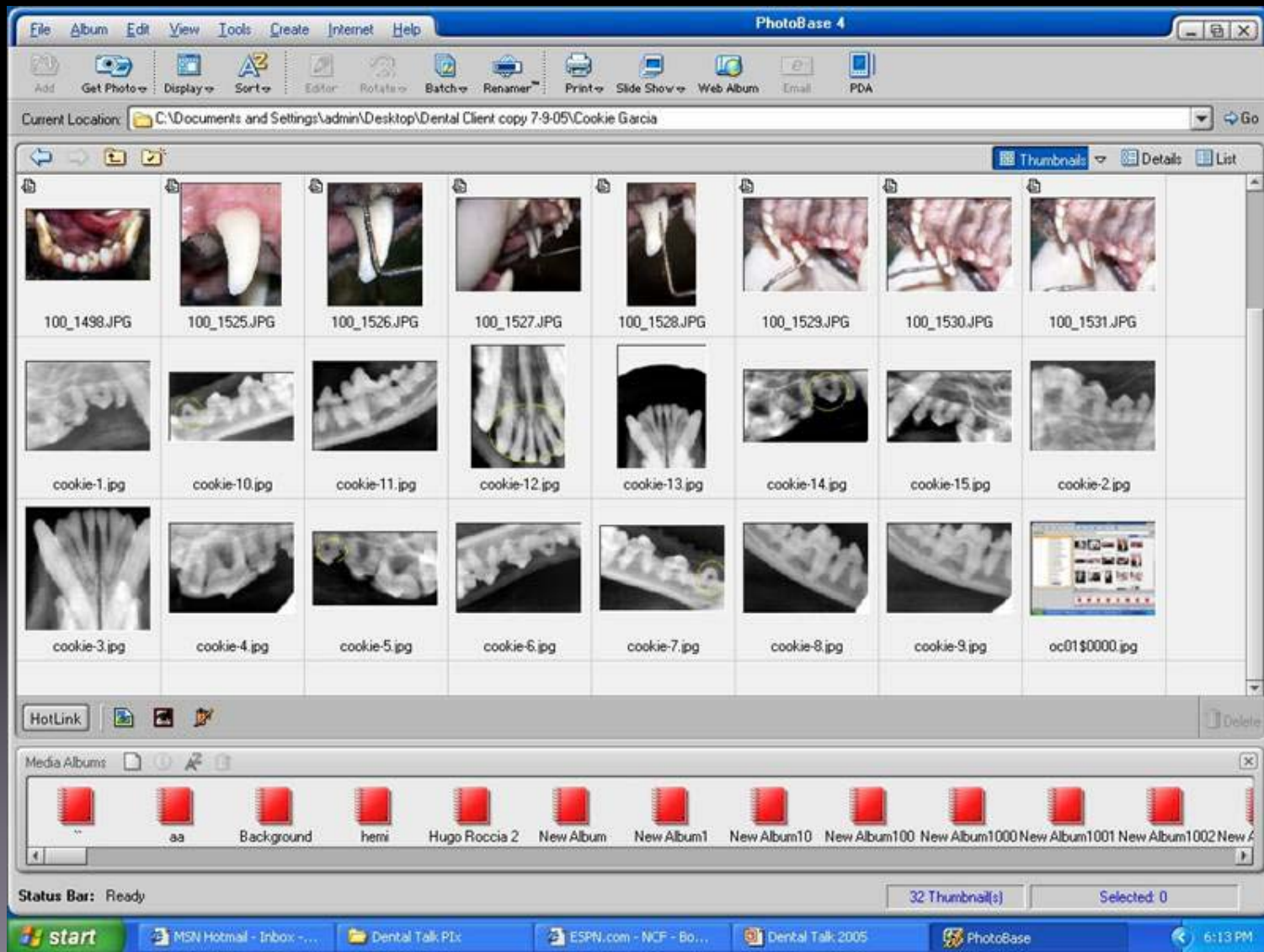
Image of radiograph after extraction



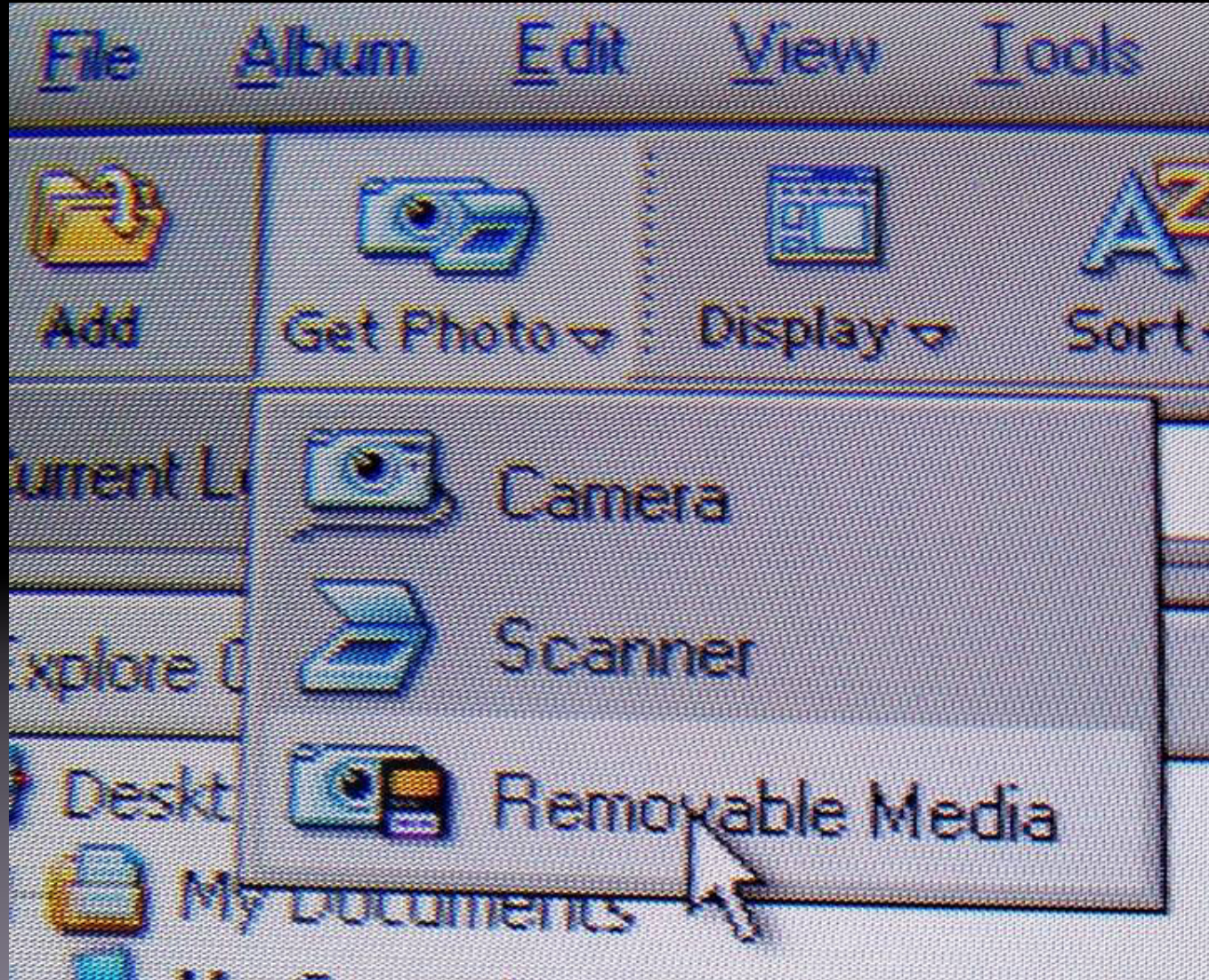
Technician takes a picture of the maxillary incisors



Open PhotoBase 4.5



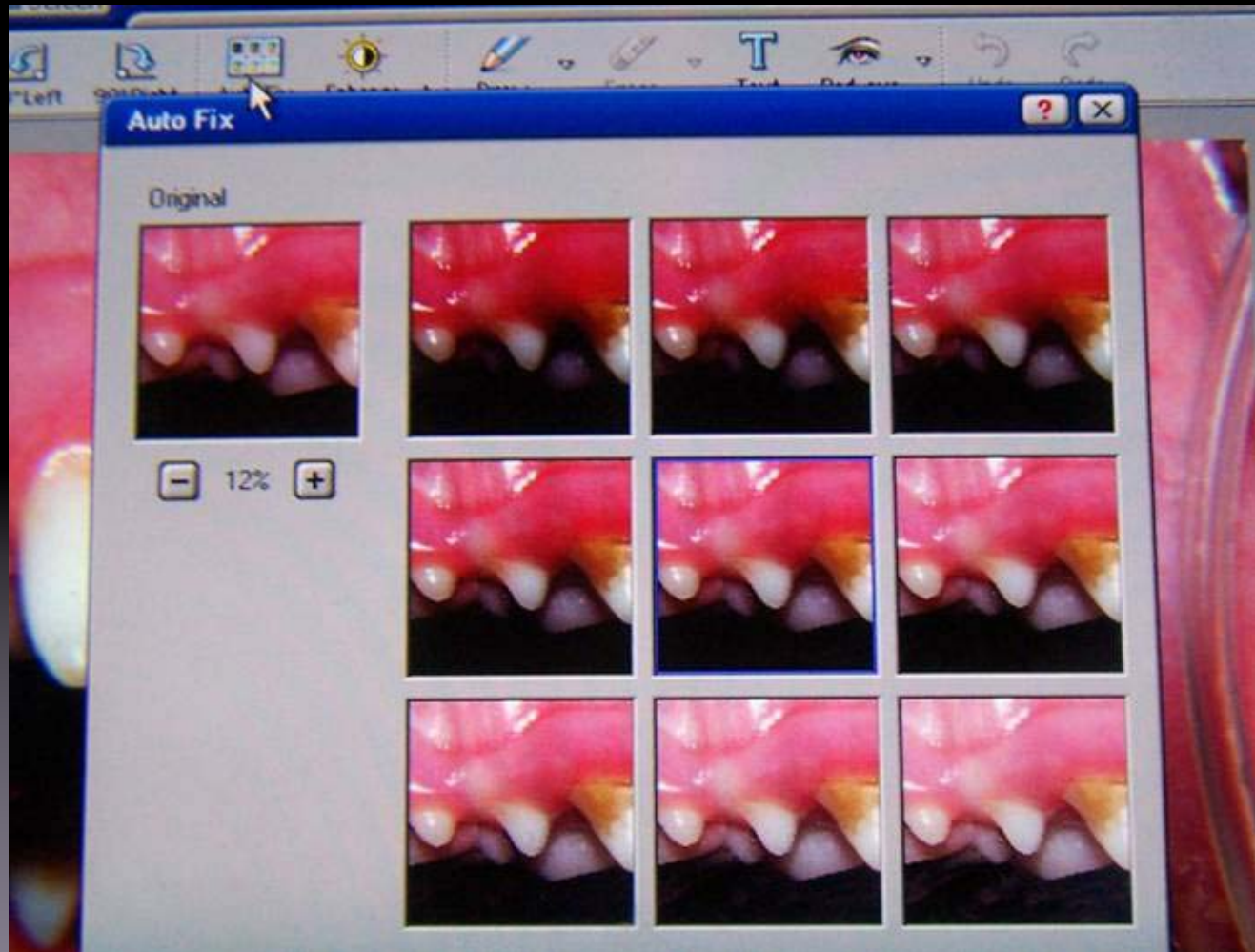
Click Get Photo and Removable Media to extract pictures from flash disk



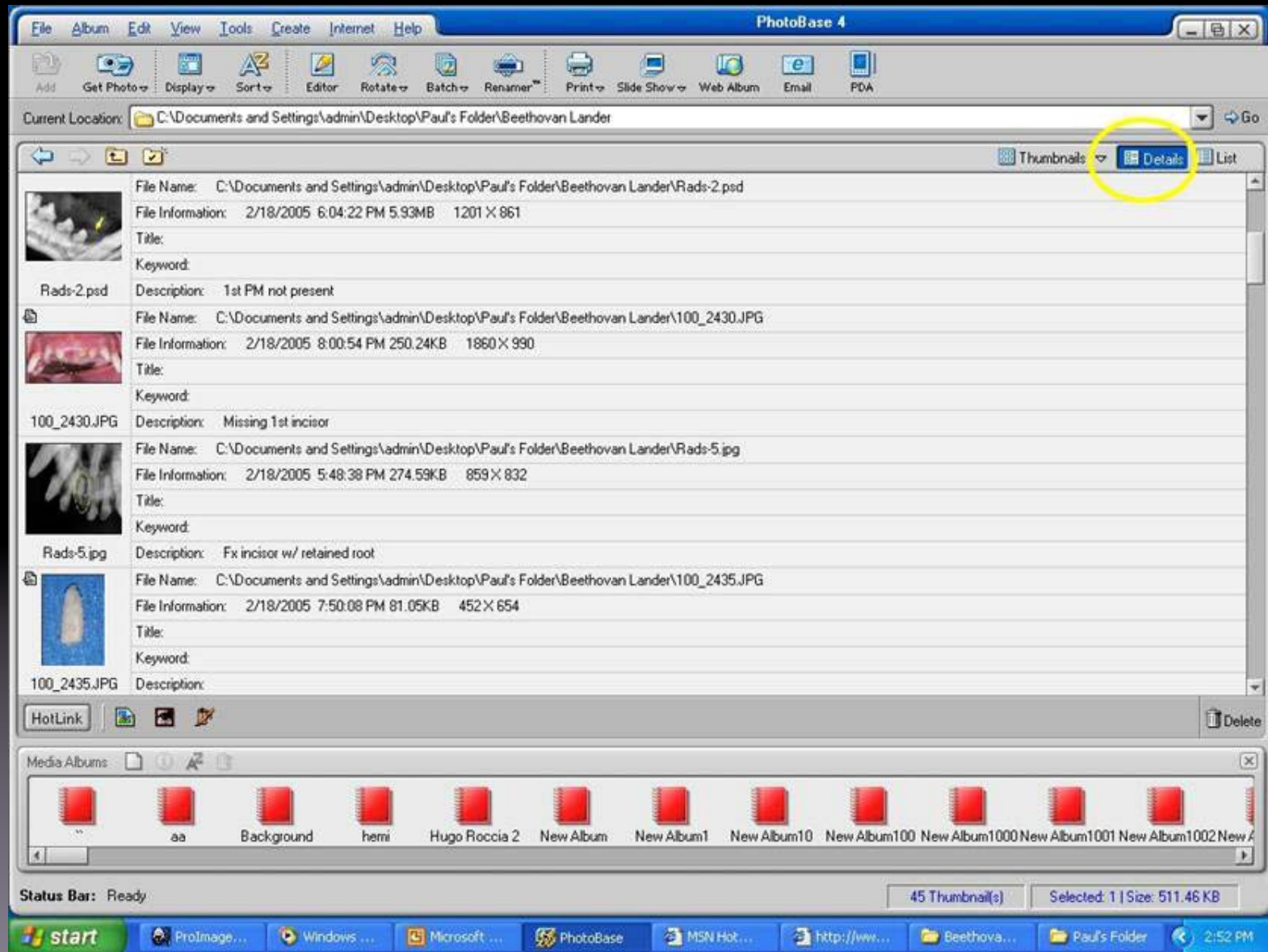
Double click image then click Editor to be able to manipulate image such as cropping



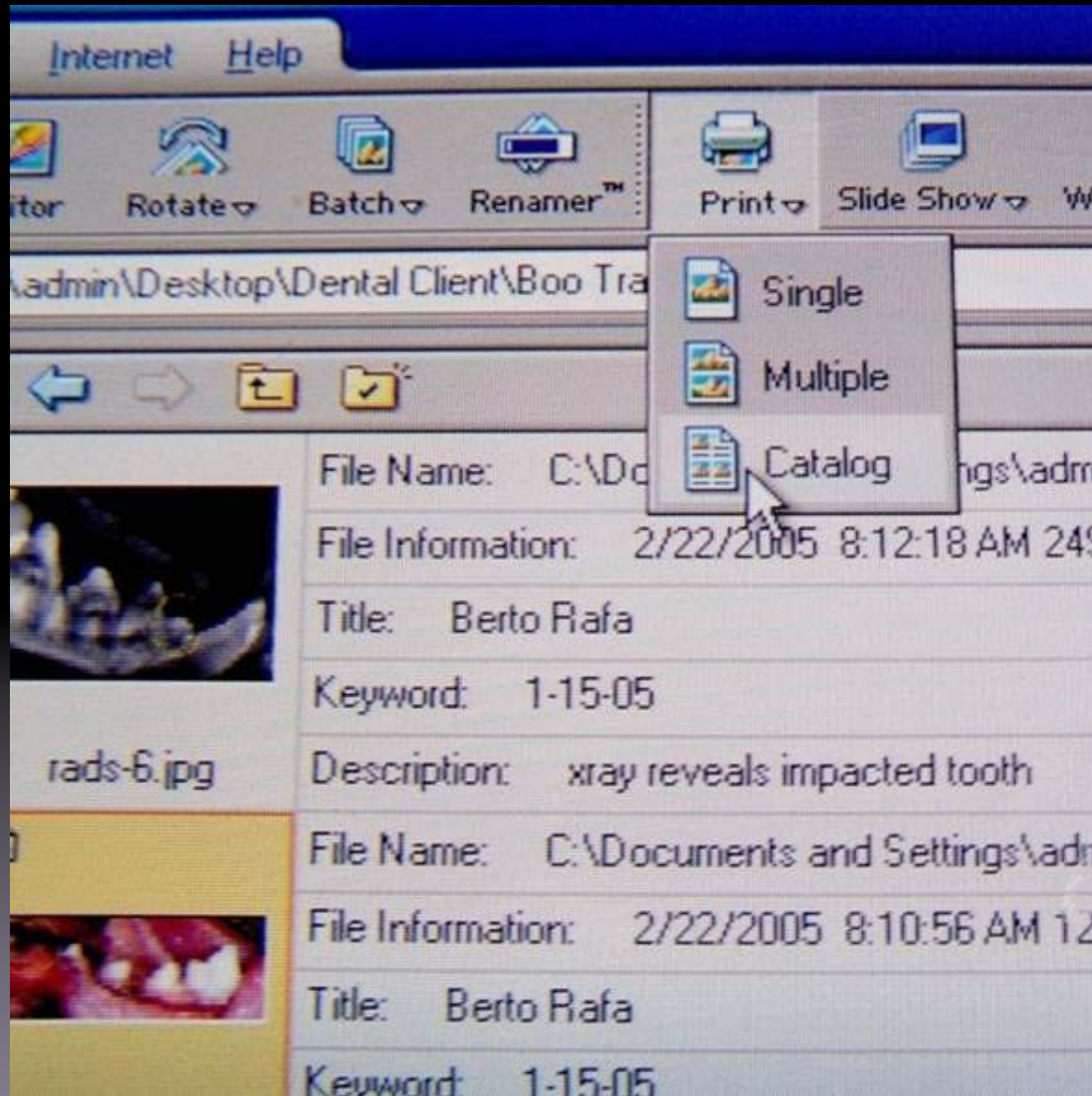
The Auto Fix button gives 9 different versions of the original image to choose from



The Detail button changes the mode and allows you to add description



After highlighting all the images go to Print and Catalog to create the report



The Final Report

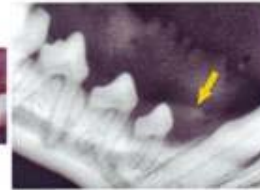
Beethoven Lander (2457) 2-18-05



Beethoven



Missing 1st PM



1st PM not present



Missing 1st PM



1st PM not present



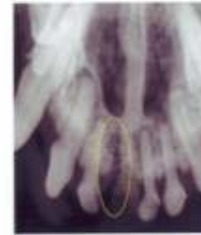
Missing 1st incisor



Fx incisor w/ retained root

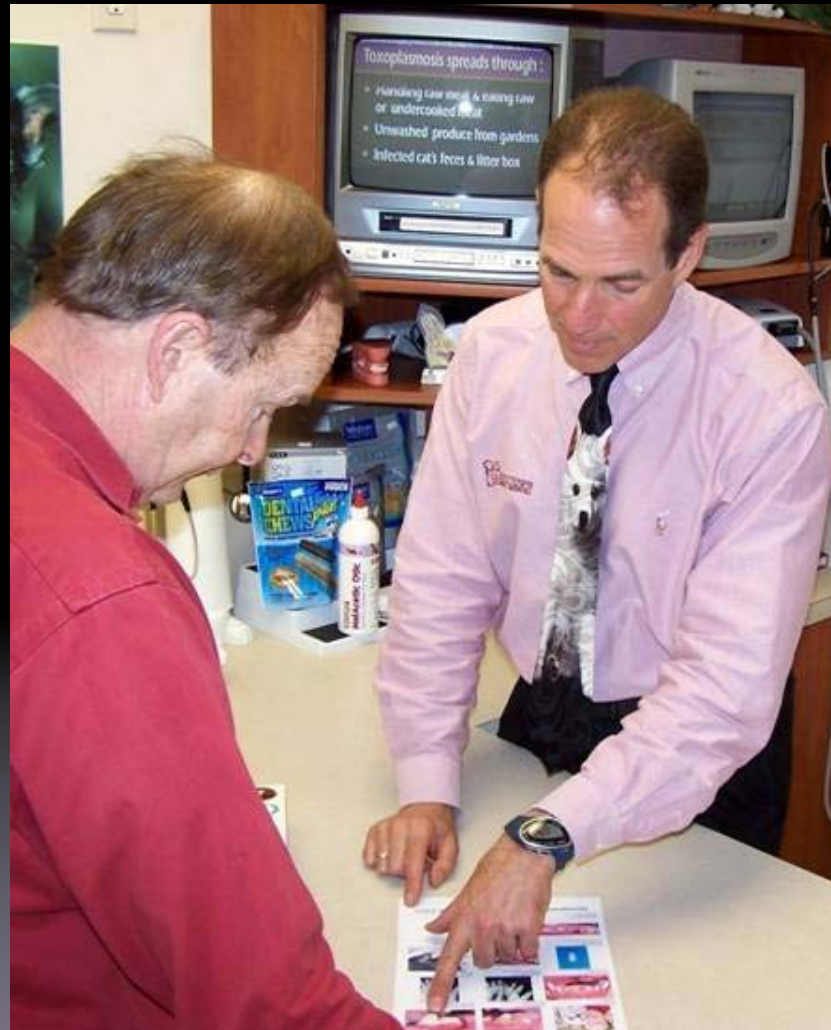


After surgery



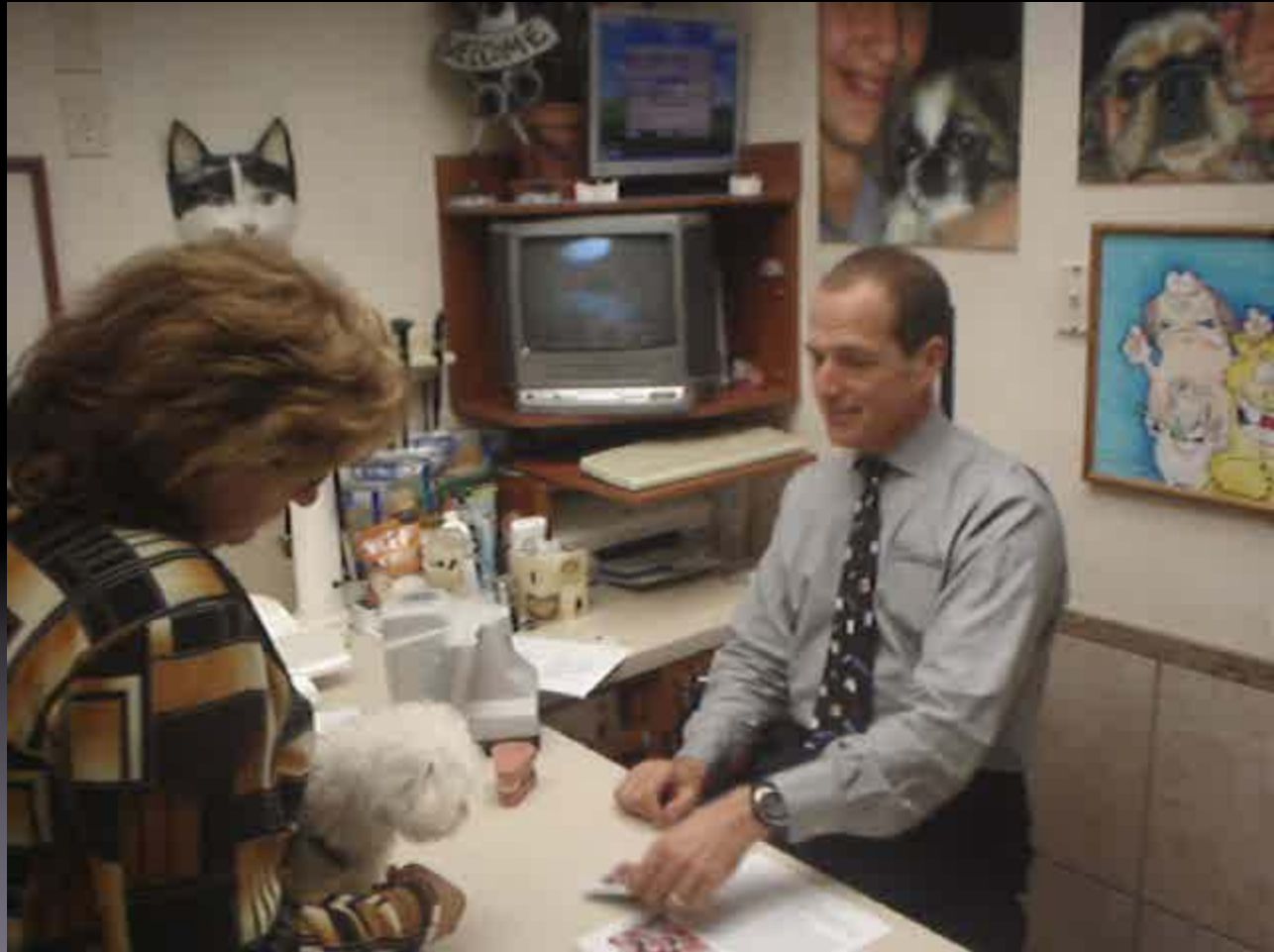
Hometown Animal Hospital and Dental Clinic

The owner's visual aid can be a valuable take-home tool









Lets review your **WOW**ing opportunities

- **WOW** on the phone
- **WOW** in the office (check-in, exam room, and check-out)
- **WOW** using pictures

Give clients what they
want...

WOW them!

