

5 Ways to Retain Clients in a First Opinion Vet Practice

Every client. Every time.

Share this checklist with your team to help strengthen client loyalty and enhance their experience with your veterinary practice.

1. Excellent First Impressions

- Greet clients warmly as they arrive, make eye contact and smile
 - Ensure reception area is clean and welcoming
 - Clearly display pricing and services
-

2. Consistent Communication

- Send timely reminders for vaccinations and appointments
 - Follow up after appointments
 - Provide newsletters or educational material
-

3. Build Relationships with Pet Owners

- Remember and use client and pet names
 - Ask about previous visits or concerns
 - Be empathetic and actively listen
-

4. Deliver High Quality Clinical Care

- Ensure continuity of care with the same vet where possible
 - Clearly explain diagnoses and treatment plans
 - Offer preventative care options and chronic illness care plans when appropriate
-

5. Reward Loyalty and Encourage Feedback

- Have a loyalty or referral scheme
- Ask for reviews and testimonials, share with the team and on social media
- Address complaints quickly and positively with an open mind



www.vet2vettalent.com

wendy@vet2vettalent.com