

Standard Operating Procedure (SOP)

Client Greeting Procedure

Objective

To ensure all clients and their pets are greeted in a professional, friendly, and consistent manner to promote a welcoming environment and establish trust.

Scope

This procedure applies to all staff members who interact with clients at the veterinary hospital, particularly reception and front-desk staff.

Responsibilities

- Client Service Team: Greet clients upon arrival, follow the procedure consistently.
 - Veterinary Technicians & Assistants: Maintain friendliness and professionalism when first encountering clients and pets.
 - Hospital Manager: Ensure staff are trained and the SOP is followed.
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Procedure

Initial Contact (Within 5 Seconds of Entry)

- Stand up or make eye contact.
- Smile warmly while maintaining welcoming/positive body language .
- Greet the client promptly using a friendly tone.
 - Example: “Good [morning/afternoon], welcome to The Animal Health Organization! How may I help you today?”
 - If you recognize the client or pet, personalize the greeting: “Hi Mrs. Thompson, it’s great to see you and Max again!”

Acknowledge the Pet

- Speak to or acknowledge the pet warmly: Use the pet’s name whenever possible to build rapport. When possible, move around the desk to greet.

Offer Assistance

- Ask how you can help. If they have an appointment, confirm the appointment: “It looks like Ben is here for his annual vaccinations today, is that correct? Are there any other concerns today? Great, I’ll get you all checked in for that.”

Provide Next Steps

- Clearly explain what the client should expect:
- “Please have a seat and we’ll call you in shortly. We are just waiting on an exam room to open up”
- “Let’s come around here and get a weight on Ben and then we will get you guys into an exam room.”
- Offer water, direct to candy/snacks, or offer assistance if needed, especially for elderly clients or anxious pets.

Maintain Positive Body Language

- Keep a relaxed, open, and welcoming posture.
- Avoid multitasking when engaging with the client - give them your full attention.



Phone Greeting Consistency

- Answer within three rings.
- Standard script:
 - “Thank you for calling The Animal Health Organization, this is [Your Name], how may I assist you?”
 - When placed on immediate hold: “Thank you for calling The Animal Health Organization, is this an emergency or may I place you on a brief hold?”
 - (Communicate park status with team members: “Park 1 is available; Park 1 then 2 is available”, etc).
 - When picking up a hold/park: “Thank you for your patience, this is [your name], how may I assist you today.”

Notes

- Always use the client and pet’s name when known.
- If busy, acknowledge the client and let them know you’ll assist them shortly: “Hi there, I’ll be right with you in just a moment!”

Quality Assurance

- Regular review and role-play during staff meetings.
 - Feedback collected from clients through surveys or reviews.
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Approval:

This SOP provides clarity on the greeting and initial client service expectations, emphasizing the importance of maintaining a high standard of customer care.