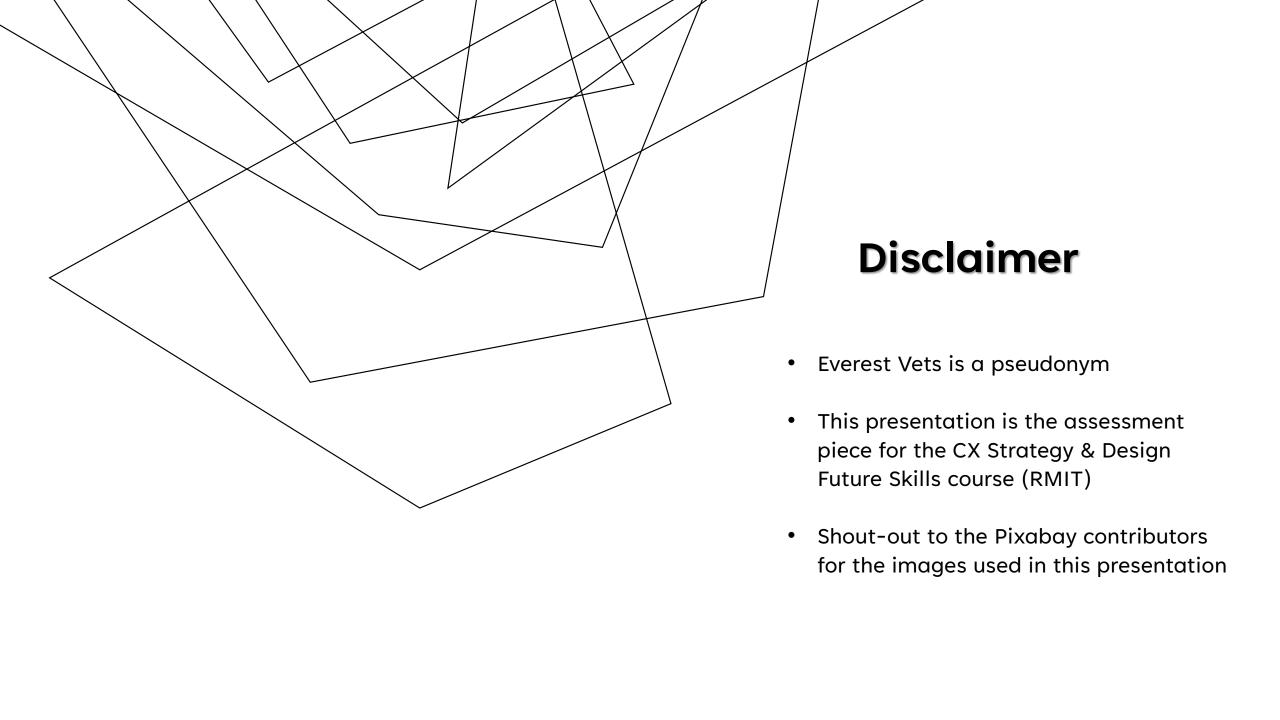


Customer Experience(CX) Strategy

for

Everest Veterinary Clinic





1.0 Introduction: Contextual Backdrop

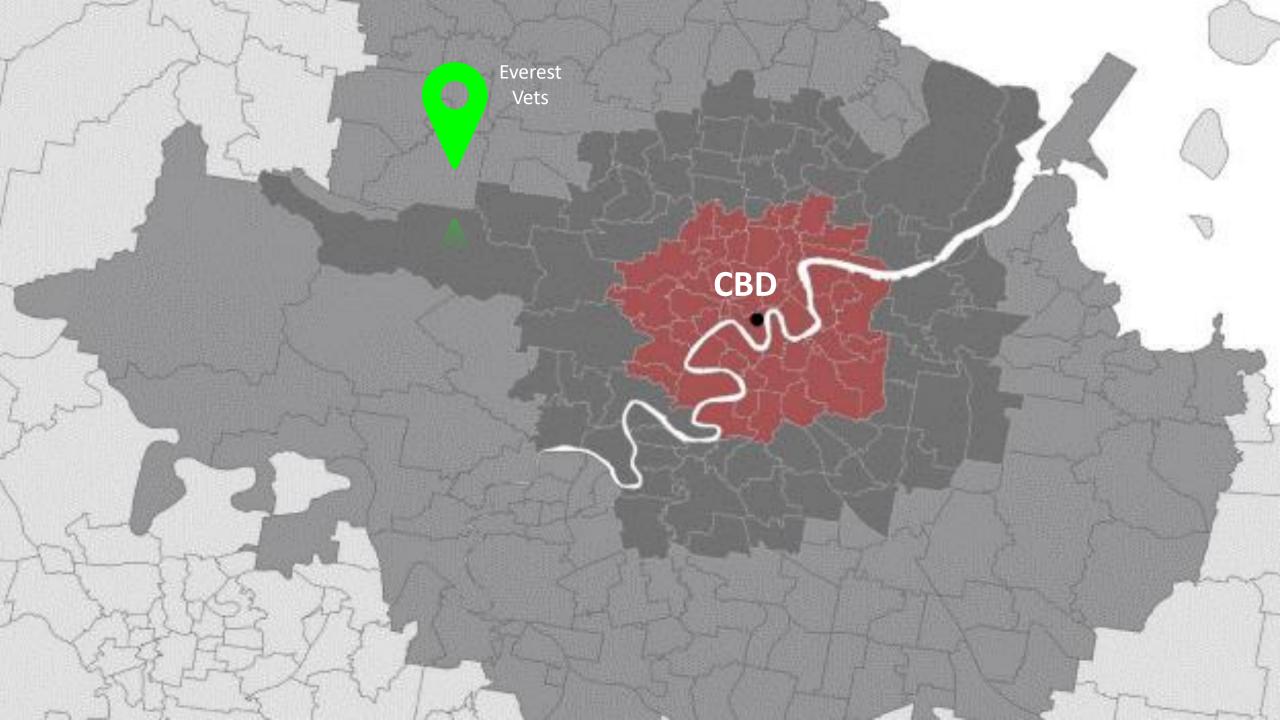




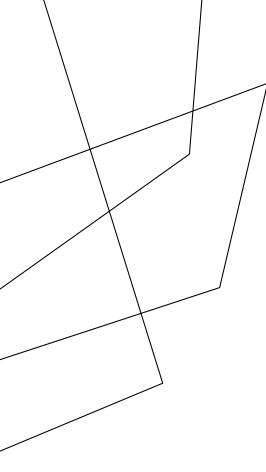
• Everest Vets - located in one of the fastest growing regions in Tasmania.

- Feels like an outer suburb of the city but is a town quite a hike to the next closest vet clinic.
- Started as a part-time operation, serving a small local population:
 - Population has since boomed
 - Demographics have changed (age, education, work type, backgrounds, etc.)
 - New expectations
- Weakness still doing business as usual pre-boom













Insights from the customer interview:

- <u>Booking Appointments</u> is frustrating and annoying. The customer often has to leave a message for the vets on the answering machine. The vet then rings back at inconvenient time.
- No way to <u>find out about the changes to vet services</u> e.g. staff member on holiday, annual leave, or a service not being offered (no social media, no email newsletters, website is just redundant).
 - The vet's <u>waiting room</u> is small, noisy, stuffy, high-energy. One of his dogs has anxiety aggression, so it becomes extremely stressful.
 - <u>Long wait times</u> to see the vet is common. Not only does he have a busy schedule, but he also has a dog with anxiety aggression.





3.0 Understanding the Customer's Experience



- The "Professional Emiliano"
 Persona and his <u>Customer</u>
 <u>Experience Journey</u> with
 Everest Vets
- Current State Experience Map



3.1 Customer Persona: Professional Emiliano





Population Boom = New Customer Type = New Expectations

Biography:

Professional Emiliano is an architect who runs his own firm from his house. He has a very busy, hectic work schedule. In his limited free time, he likes spending time outdoors with his animal companions, bushwalking and enjoying nature.

Pains:

- Waiting room at vet clinic is small, stuffy, loud, with animals and humans squeezed in together.
- Waiting room is unsafe for dogs particularly one with anxiety aggression.
- Waiting room increases stress and anxiety for both human and animal companions, instead of decreasing it.
- Always cues or a wait time before and after appointment, sometimes for long periods of time.

Demographics:

Name: Professional Emiliano

Age: 40-55

Location: Everest, Tasmania

Goals and aspirations:

- Create more time outside of work
- Spend more time enjoying nature and hiking with his dogs
- Find more ways to streamline work and home life to conserve his time and energy

Additional information:

Emiliano is / will be a regular customer of the vet clinics as he has a number of animal companions, and some have special needs. To save him from having to commute hours back and forth to his regular vets across the city, he prefers to stay with a local vet clinic. He is all about streamlining and convenience in his life. Even though he is tech savvy and prefers to use it, if there is a simpler option that reduces hassle and time, he jumps on it. He is open minded.

Gains:

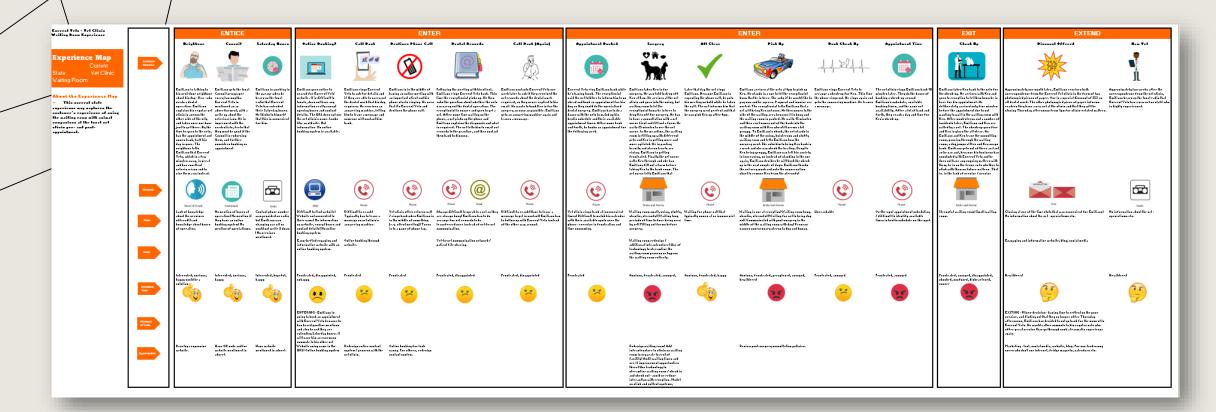
- Reduce waiting times
- Redesign waiting room (i.e. layout, atmosphere)
- Add space to waiting room / building
- Streamline check in / forms / paperwork to reduce time in waiting room before and after consultation (i.e. via use of technology)
- Avoid waiting room altogether (i.e. via use of technology and building redesign)

3.2 Experience Map (Current State)





Improvement Opportunity - Waiting Room Anxiety and Frustration





4.0 CX STRATEGY





1. What we
Know –
Specifically, the
waiting room
pain

2. Trend analysis

4. CX Improvement Opportunities

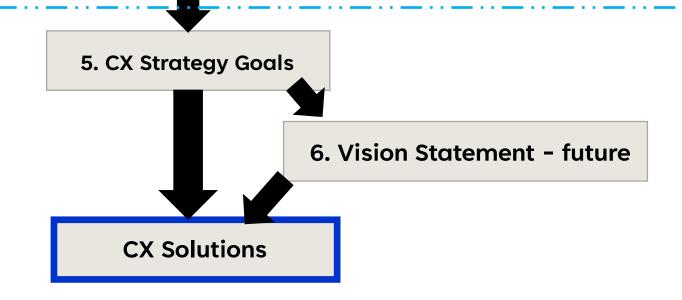
3. Brand's Why?

Everest Vets - Everything we do is guided by our strong belief in equality. We believe in a society that is fair to all - including animals. Equal in terms of rights, status and opportunity - no matter one's interests and capabilities.

STEEP Trend Analysis:

Speak directly to waiting room pain point:

- Advances in monitoring platforms and diagnostic equipment.
- Shift to online / remote services (behaviours and expectations).
- In 2021, the federal govt added vets to AU's Priority Migration Skilled Occupation List









/ [,	Title	Description	Measure	Time
	Goal 1	Flexible Payment Methods / Options	Rollout the largest range of payment options / types / methods / ways to pay for services (e.g. payment plans, Centrepay, charities that help pay vet bills, probono, etc.). Speaks to the "Why" - equality and accessibility.	 Quantitative – 10% of clients who fit this description on the books. New Clients – increase total clinic clients by 5%. Client Retention – increase in retention rates (by client type). Qualitative – Talk with these clients one-month after the service to measure the effectiveness and satisfaction of the service. 	Achieve Target – by end of Q4 2023.
	Goal 2	Telemedicine Service	Rollout a telemedicine service for basic consultations (modelled on existing human services). Speaks to waiting room pain point and the "Why" of equality (e.g. providing access to rural and disabled clients).	Quantity & Uptake – Start with 3 appointments per week and build up to 15 appointments per week by end target date. New Clients – attract 15 new clients (just from this service offering). Service Effectiveness – Did appointment achieve what it was meant to (e.g. intended purpose / usefulness)? Employ "Measure of Effectiveness". Customer Experience / Satisfaction – Email / post questionnaires; have a chat with customers a month after service.	Marketing ASAP Start – Q2 2023 Achieve Target – by end of Q4 2023.
	Goal 3	Wearable monitoring technology	Purchase and implement two pieces of wearable monitoring technology that will have the greatest impact on animal patient care for the clinic. Modelled on BP devices that doctors lend out to human patients and then return so doctor can read the data (can be done at home, cost-effective, equality, accessibility, speaks to waiting room pain point).	Quantity – Used once a month following purchase. New Clients – attract 5 new clients (just from this service offering). Outcomes – Number of times it informed vets of health issues that would not usually be picked up with a once-off reading. Effectiveness – Did it work? How many times did a customer have issues with it / with collecting data, etc.?	Commence marketing Q2 Start – Q3 2023 Achieve Target – by end of Q3 2024.

4.1 CX Strategy Goals continued ...



	Title	Description	Measure	Time
Goal 4	Mobile Vet service	Hire a new vet part-time to carry out mobile visits. This speaks directly to the waiting room pain point, direct competition with other vets in area, and speaks to equality and accessibility.	Quantity – Increase new clients by 10% (just from this service offering). Service Effectiveness – Did appointment achieve what it was meant to (e.g. intended purpose / usefulness)? Employ "Measure of Effectiveness". Customer Experience / Satisfaction – Email / post questionnaires; have a chat with customers a month after service.	Marketing Q2 2023. Hire – Q3 2023 Achieve Target – end of Q4 2023
Goal 5	Waiting Room Layout	Redesign waiting room / reception layout (a significant paint point and responsible for decrease in customer retention rates) with various furniture to create distinct areas for separation and user flows.	<u>Customer Retention</u> – no way of knowing if this is connected to an increase in customer retention rates unless directly stated in an instrument, even then this would be very iffy (e.g. "How much did the waiting room redesign have to do with you deciding to come back to us?") <u>Customer Experience Satisfaction</u> – Questionnaire in waiting room; have a chat with customers a month after service.	Redesign Q2 2023

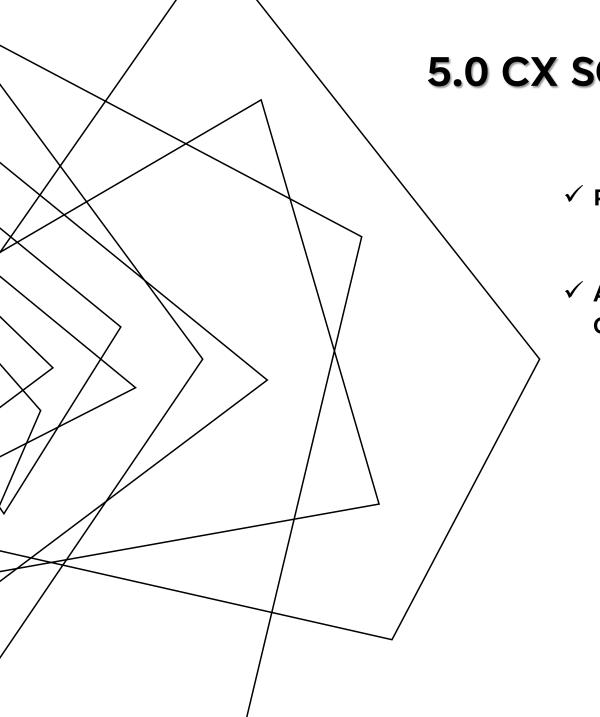
4.2 CX Vision Statement





Everest Vets believes in equality, providing animal-centred, accessible care in the best interests of the patient. Our happy place is laughing, loving and living our best lives – TOGETHER!





5.0 CX SOLUTION



✓ Prototype – The Easy Health Checker Collar

 ✓ Aspirational Experience Map – consistency with the CX strategy, vision and prototype



5.1 Adcept – The Easy Health Checker Collar

Everest Clinic

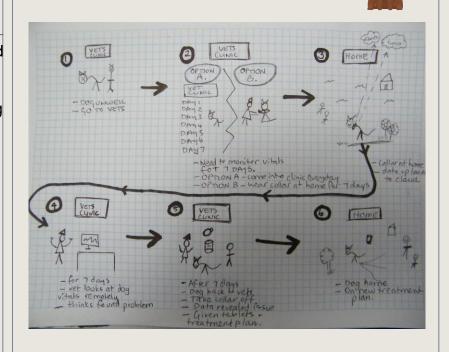


CX Solution Prototype

The Easy Health Checker Collar

This concept relieves the pain and realises the gain points of 1. Avoiding the small, noisy, stuffy, stressful waiting room; 2. Avoiding the long wait times to see a vet (relates to time spent in waiting room); 3. Avoids having to do the dance of booking appointments (i.e. leaving a message on answering machine, playing phone tag).

Positioned under the Brand's "Why" of Equality and the notion of Accessibility. This concept solves cost prohibitive issues of diagnosis and treatment in terms of considerable repeat vet visits needed and associated testing expenses.





No Expensive Vet Bills

A customer would save a lot of money as there is no need to come into the vets everyday for 7 days to get the animal's vitals taken (a small flat fee is involved).

Monitor At Home (No Vet Visits, **Eliminate Stress**)

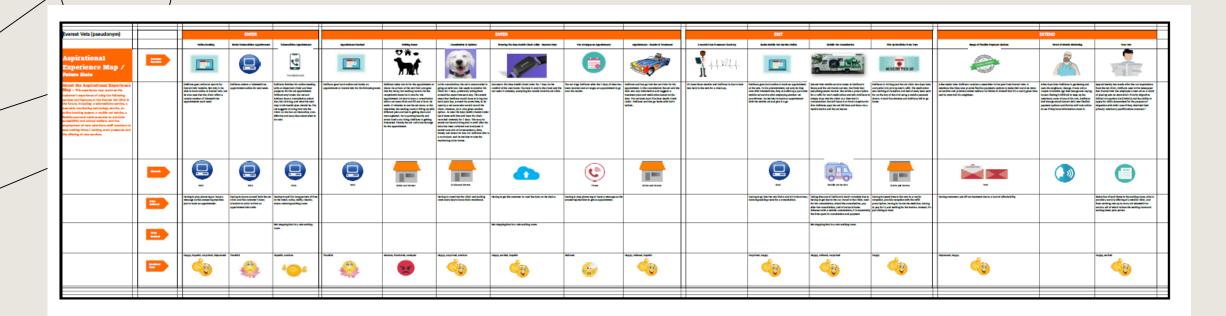
The animal and customer don't have to leave the comfort of their home and go to the vets at the same time of the day for 7 days to get vitals measured. Eliminate stress.

Nothing To Do (Remote)

The vets can evaluate your animal remotely and customers do not need to do anything, as vitals are sent to a cloud-based database.



5.2 Aspirational Experience Map (Future State)



https://bit.ly/3Lf0Nvq







- CSAT How satisfied the customer was overall with the actual service being offered (i.e. telemedicine, collar monitoring, and mobile vet).
- Churn rate customers lost that had used one of the three services i.e. telemedicine, monitoring collar or mobile vet service.

Ongoing Measurement

- Periodically measure (each quarter)
- Tweak services or reconsider service offerings based on these scores / stats

