Romanian congress presentation summaries x 3

1. How to get more of the clients you want

In a challenging economic climate, and with increased competition, it's proven that the practices that put their clients' needs at the heart of everything they do, do better.
Every client wants you to look after *their* needs as well as the clinical needs of their pet. This session will explore the concept of the Net Promoter Score - measuring the customer experience through the recommendation levels of three different groups of clients: Promoters, Passives and Detractors. It will also look at practical tips and techniques to help you attract more of the type of clients that you want, through:

- Targeted marketing
- Harnessing recommendations
- Adding value in the consult room
- Offering more appointments

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2. How to keep the clients you want

You cannot keep a client who does not want to stay. Clients will want to stay when you provide a service that is excellent in all aspects, and superior customer care should be a key part of your practice offering. This session will explore some effective and cost-efficient routes to successfully retain profitable clients, including:

- Rewarding recommendations
- Using social media
- Communicating regularly and consistently, with warmth and respect
- Gathering testimonials

The importance of handling complaints effectively will also be discussed, as an opportunity not only to make the practice better, but also as a way to turn client dissatisfaction into delight.
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3. Let's measure it! Are we doing it right?

Great customer care brings improved client loyalty and ultimately boosts turnover and footfall. Quantifying these improvements requires us to measure performance, and this session explores the simple but effective ways in which we can benchmark current levels of customer care and set realistic targets. You can't control what you don't measure.
Using real-world case studies, this session will look in detail at three areas where measuring performance will instigate improvements:

- Net Promoter Score - measuring client satisfaction levels
- Key Performance Indicators - measuring practice efficiencies
- Mystery Shopping and Index scoring

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