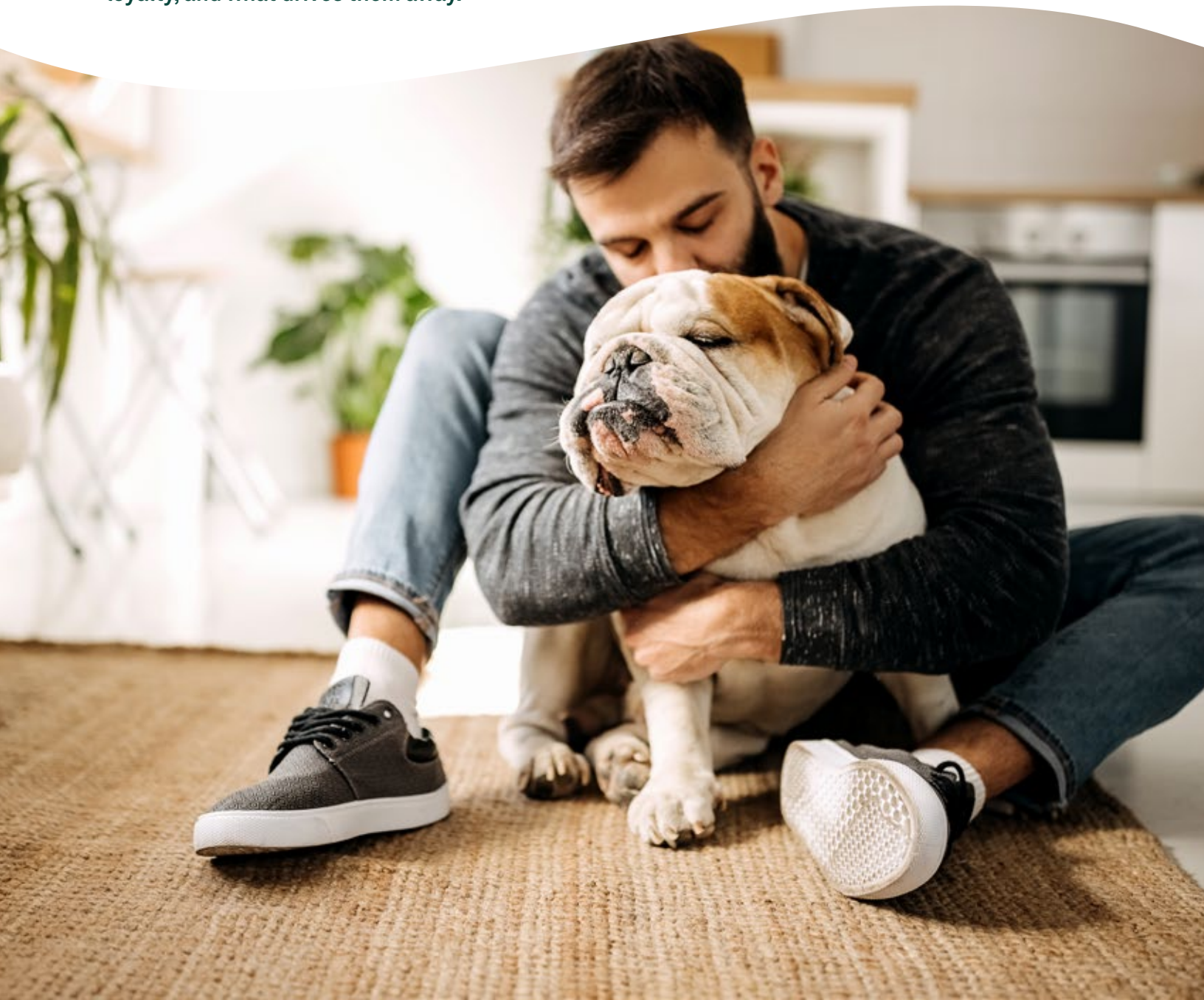


5 Practical ways your pet clinic can build loyalty with millennials

New research shows what drives millennial loyalty, and what drives them away.



The veterinarian clinics that learn how to deliver the right kind of experience to millennials and their pets will be clinics that thrive, but it can be hard for many vets to adapt to the new clinic experience that millennials want.

It's already well established that millennials have changed America's industries and spending priorities like no other generation. While millennials love to spend on apps, avocado toast, and artisan beer, one spending obsession tops them all: Pets.

More millennials have pets than kids, and more millennials would rather spend time with their pet than with their spouse, parents, and friends combined. In fact, three in four millennials have

made their home a two-way petting zoo with a pet and they aren't afraid to splurge on their "fuzzy fur-balls". This means that veterinary care is a top budget line-item.

Weave, the leader in customer communication, commissioned a nationwide study of US millennials to look into what millennials expect out of their pet clinic experience, where they prefer to go for pet care, and what helps them know their veterinarian loves their pet as much as they do.



01

Connect with millennials using technology they prefer

Millennials are choosy about how, when and why you contact them. Just because millennials have been screen savvy since they were small doesn't mean they use every type of tech in every situation. An old fashioned phone call is still how most millennials want to initiate contact with their veterinarian. According to Weave's research:

How veterinarians can use tech to connect with millennials



Millennials' preferred way to:

87% Schedule an appointment
Phone call

73% Question about pet's health
Phone call

76% Request a prescription
Phone call

Train staff to quickly provide customized, friendly service when those calls ring in. Hold times, stumbling around looking up files, and not recognizing clients will frustrate millennials who are used to technology that instantly recognizes and helps them.

Use the phone. While some businesses avoid using the phone to contact clients because few people actually answer, veterinarians are still on the "do call" list as **81% of millennials would definitely answer if they saw it was their vet calling**. Those willing to answer without knowing who is calling drops to 15%.

How vets can know when and how to contact millennials



How do millennials prefer their vet contact them?

Text 57%

Appointment reminders

Text 36%

Overdue balances

Phone call 44%

Follow ups



The top reasons millennials want vets to text them:

86%

Appointment reminders

59%

Reminder to schedule
checkup

48%

Reminder to refill
prescription



Millennials expect their vet to be available on social media, but:

69%

of vets aren't
available on Twitter

56%

of vets aren't
available on Facebook

67%

of vets aren't
available on Instagram

In general, millennials did not show high interest in their pet clinic offering their own app, with only 36% of them saying this is a priority.

In fact, the digital experience that you offer to millennials goes a long way to setting up a good office experience.

How vets can create a competitive advantage with digital experiences

68%

Online appointment scheduling

66%

Fast, friendly help over the phone

61%

After-hours support via phone or online

Show a sincere interest in their unique human-pet bond

We know that millennials spend more on pets than any other generation, but new research is helping us understand just how deep the relationship between millennials and their pets goes.

Much has been written about millennials' desire to have experiences more than to own things, but even experiences take a backseat to animals. More millennials would give up going to bars, concerts, sports and vacations than their pet, according to Weave's new research. And the majority of tech-obsessed millennials would even give up social media and smartphones

before they gave up their beloved animal.

19% of millennials would even give up their job before they gave up their pet.

If millennials would give up their beloved experiences and tech before they gave up their pet, you can be sure they will give up their veterinarian clinic too if their provider does not show the same care and concern they do. In fact, 92% of millennials are as concerned about their pet's health as their own health.

19%

of millennials would even
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gave up their pet

92%

of millennials are as
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health as their own health

How veterinarians can show millennials they care about their pets



83%

of millennials expect
a follow-up call or
text within 48 hours

Don't focus exclusively on a pet's physical health. Weave's research shows that more millennials would rather spend time with their pet than with their spouse, parents, and friends combined, so in addition to a pet's physical health, take time to address the health benefits of the human-pet bond on an emotional level. Just like millennials like to be with their pets, they like to talk about their relationship too.

81% of millennials want vets to automatically know who they are when they call or visit. So have staff prepared for each appointment by briefly reviewing client accounts before arrival. Millennials want to be warmly and immediately welcomed without needing to look up their history.

Millennials appreciate the personal touch when it comes to their pets.

Train your staff to provide a setting where pets feel comfortable and free from threats. While it may be impossible to completely eliminate a pet's fear, staff education and office setup can reduce anxiety so you can get to the best possible petcare outcome.

Follow up with your clients within 48 hours of a visit. 83% of millennials expect a follow-up call or text within 48 hours to check in on their pet after a visit. Train your staff to ask the right questions to ensure the customer is satisfied and determine if a pet needs to come in for another visit.

Create a hyper-personalized office experience

Millennials want a veterinarian who makes them feel as special as they make their pets feel. This means staff members need to recognize clients the moment they walk in or call. For most, the first 30 seconds of engagement with staff predict how they will be treated for the rest of their visit. If millennials have to wait in line, or aren't quickly recognized, those first signals suggest that they are just another client and not valued individually.

How vets can customize experiences.

When it comes to creating a personalized experience for Millennials, instant recognition is key:

81%

of millennials
want vets to quickly
recognize them
when they call

72%

of millennials have
had to wait while
their vet looks
up their account

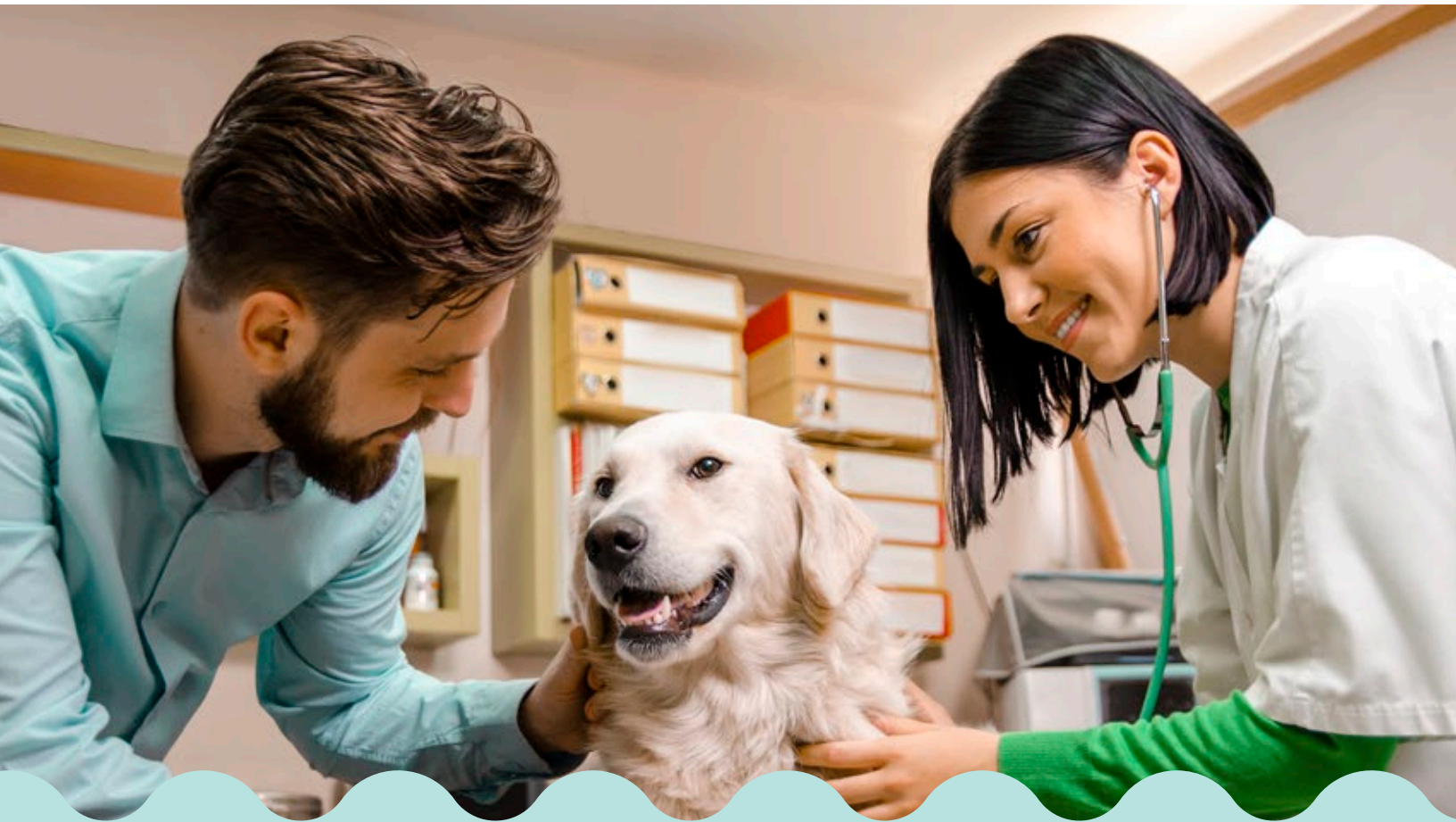
71%

of millennials say
the top way a vet
can deliver a good
experience is to know
their pet's history

55%

say the top way a vet
can deliver a good
experience is
staff can quickly pull
up their account





Very often when a client walks into your office or calls on the phone, they are in a stressed emotional state because their pet isn't healthy. When you have the ability to quickly recognize a client and skip past the aggravating account lookup and insurance red tape, you can advance the conversation more quickly to help their pet. Showing your clients you care about them helps calm them during a stressful moment and increases loyalty and repeat business.

The top ways vets can offer a good office experience for millennial clients

58% On-call help 24/7

56% Extended office hours

56% Quick check-in

Understand your clinics loyalty drivers

57% of millennials say they are not loyal to their veterinarian. That means that your clinic's likelihood of keeping a millennial as a repeat client is a little worse than a coin toss.

The clinic experience you offer to millennials will either build loyalty or break it. Because millennials are such a large percentage of the population with so much pet spending power, if you can't win their repeat business you may be putting your entire practice at risk.

But millennials have such unique needs and extraordinary attitudes towards their pets, you may be uncertain what type of experience they're looking for.

Weave research shows that millennials expect friendly, personalized customer experience.. When you can show these clients that you know them and their pets, you show that you care about them and their pets. This builds loyalty and ensures a longer-term relationship.



How to build millennial loyalty

Top drivers of millennial pet clinic loyalty:

57% Friendly staff

49% Personalized service

47% Clean office

Main reasons millennials won't come back to a vet:

44% Unfriendly staff

42% Dirty office

30% Long waits

Long waits are especially damaging to loyalty, specifically with male clients, as men are 42% more likely than women to switch vets because of long waits.

The top ways vets can offer a good healthcare experience for millennial clients:

73%

Vet clearly communicates pet's condition

71%

Vet knows pet's history

68%

Safe waiting room



Focus on prevention as much as care

92% of millennials are as concerned about their pet's health as their own health and 86% of millennials would risk their own life to save their pet.

How veterinarians can win over millennials with prevention.

Emotional investment that millennials make into the health of their pets translates into a large, new market opportunity—preventative pet care. Just like humans, when pets get regular check-ups and health maintenance, they are more likely to lead healthy, productive lives.

This insight is fueling a dramatic increase in pet wellness plans—essentially a yearly “subscription” to a pet clinic that covers regular health maintenance. These plans are already popular with millennials, but are still growing in adoption. Only 42% of millennials subscribe to a vet “wellness plan,” but 92% say they are interested in one.

In fact, wellness plans are in such high demand that they are equally appealing to both high- and low-income millennials, creating nearly universal popularity.



92%

of millennials are as concerned about their pet's health as their own health



Parting thought

The independent research is clear: millennials want a customized customer experience for themselves and their beloved pet. To them, familiarity translates into kindness, and kindness translates into loyalty.

Key takeaways:

Display a sincere interest not only in pets, but also in the human-pet bond that so many millennials cherish.

Be selective and deliberate in the tech you use to communicate with millennials, and when to use it. Create a personalized experience by being prepped and ready to welcome millennials and their pets into your practice. Be familiar with them before they walk in or call. Key in on what drives loyalty from a digital and in-practice standpoint, and take an interest in preventing problems, not fixing them.

If your practice can turn millennial clients into friends, you're likely to win them over for many years, and many pets, to come.

Schedule a demo