

# Boosting Efficiency with Weave Texting

How Riverside Pet Care uses  
ezyVet and Weave Texting to win



# Introduction

Opening a new clinic is fraught with challenges. From building a full client base to managing how to communicate effectively with those clients, starting from scratch isn't easy. From opening in June 2022, Riverside Pet Care decided to purchase Weave for their clinic from the get-go. Before Weave, they struggled to manage their practice with DemandForce and ezyVet texting. They needed something unified and seamless. And with Weave, they found exactly what they were looking for.



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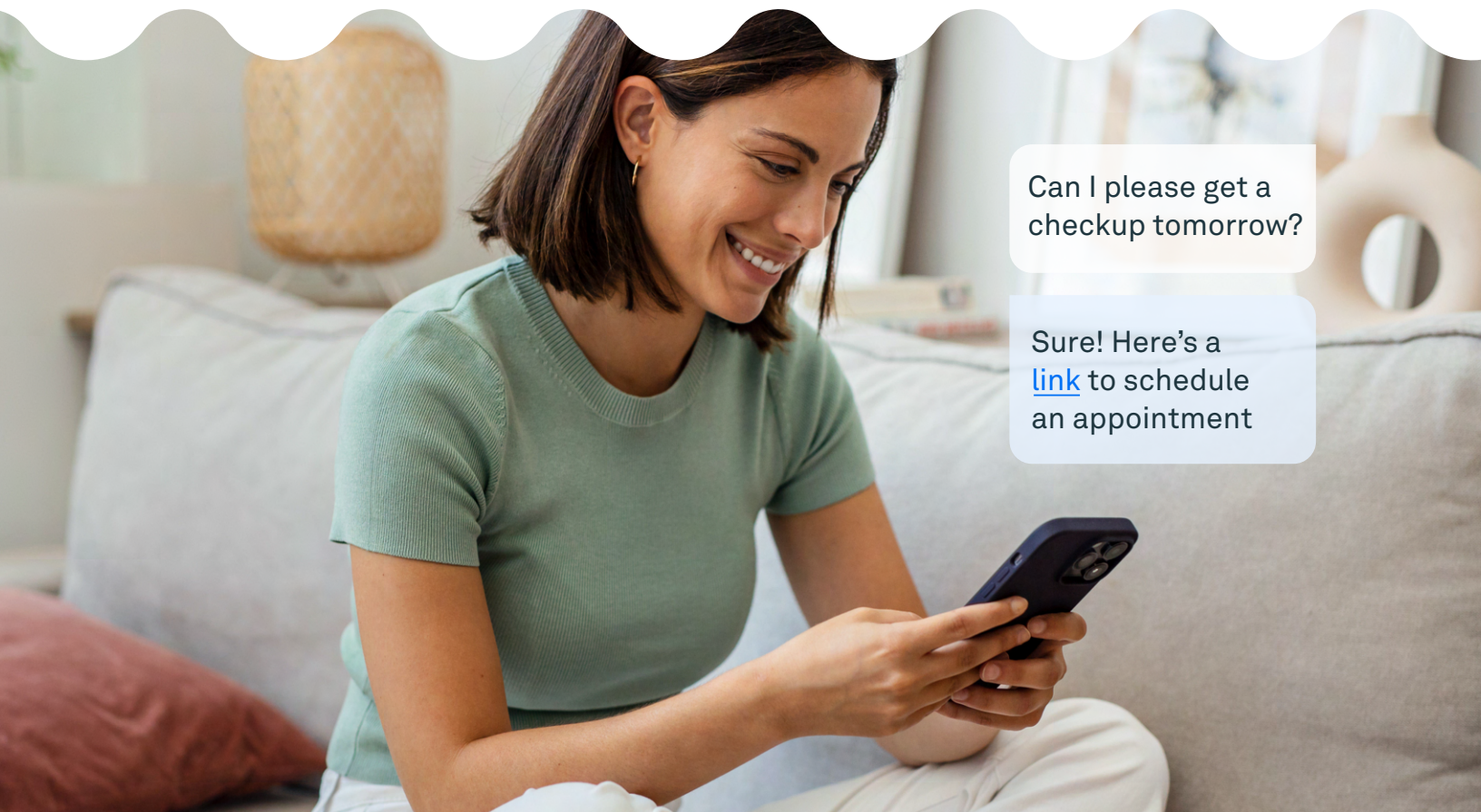
**I wish my other practice would switch to Weave. Because after I've been here for like a year, it's amazing... I love it.**

## Favorite Features

### Texting and Recorded Calls

For Riverside, perhaps the biggest difference maker was Weave Texting. But it wasn't just Texting, rather, it was leveraging it with Weave's other features that revolutionized how their clinic operates. Texting customers allows for an easy form of communication that also saves everything that was said allowing you to protect yourself. It also makes it really easy to transition to a phone call when the situation dictates. The combination of Weave Texting and Call Recording has allowed Riverside Pet Care to protect themselves, their staff, and streamline their business in a way they couldn't before. It's simplified their communication and given them records of everything that has been said, a must for the modern clinic.

**“When I have a difficult client that the staff is having a hard time with. I always start my conversation with them on Weave. I text back and forth with them as long as I can before I have to call them. And then the recorded calls... great feature as well. So when [clients] are like ‘She told me this’, I’m like, ‘Actually, she didn’t. This is what she actually told you.’ So those two features for me are big from a management standpoint.”**



Can I please get a checkup tomorrow?

Sure! Here's a [link](#) to schedule an appointment



Weave Texting also sends all texts from your office's phone number; another game-changer for Riverside. One contrasting difference from their past clinic's experience was that the prior message system they used sent out a different number than the one associated with their clinic. "It wasn't from our clinic number... People would be like, I don't know who this is. It causes issues. That's why I love Weave because there's not that misunderstanding." When a

clinic texts a patient using Weave, the number is the same as the phone number from the clinic making it easy for clients to recognize the number, and save it for future use if needed. The ability to text pictures was also a new advantage for their business. It allows them to help clients know if they need to bring their pet in if they are unsure about something they are seeing as well as send pictures of pets post-surgery to an anxious pet parent.

## Weave Forms



Later, Riverside added Weave Digital Forms, improving office-wide efficiency even more. And when combined with Weave Texting, magic happened. “I love the new client form that we can send out to people. Because the staff can be like ‘Oh, that’s a new client,’ send them a new client form. And then it comes back so they can fill stuff out from there. For most people, it’s the easiest. So I love the format that goes out for the form that makes it easy for people to fill out and sign and do those things. EzyVet has some of those. I just have found that personally, the Weave how to build them, it’s so much easier.”

## Reviews

Reviews also works with Weave Texting – here’s how. For Riverside, they opened brand new with 0 reviews. They used Weave’s Texting to automate sending a request to leave a Google Review to each customer a couple of hours after their appointment. The results were staggering. Two years later they have 367 Google reviews and 4.8 stars and 456 overall reviews within Weave. When asked the effects these reviews have had on their business they say that nearly all of their new clients that come to the clinic do so because of their reviews on Google. Without paying for any other online marketing they have turned their Google reviews into the most effective marketing tool they could use.





## Urgent Care

Riverside is unique among Veterinary Clinics as it temporarily hosted an urgent care center as part of their clinic. What could've been a challenging opening with a lot of moving parts was made simple, thanks to Weave. The ability to text clients made it much easier for them to conduct check-ins, instruct patients when to stay in their car, and when they could come inside if they had a sick pet. The use cases for Weave seemed to continually expand into how they integrated it with their clinic.

## No Shows and No-Show Fees

Like many offices, Riverside frequently dealt with no-shows. As a busy vet clinic, they see between 250-300 clients a week. According to the American Animal Hospital Association (AAHA), no-shows occur in nearly one out of every ten appointments scheduled each day. That can have a significant fiscal impact on a business. Riverside utilized Weave Texting to help alleviate that strain. They integrated a \$50 deposit for first-time clients to help eliminate this issue and used Weave's texting to inform clients of this deposit. The results were twofold. First, no-shows did decrease, and second, they were able to collect on no-shows, boost revenue, and prove that they had instructed the client of this policy through Weave Texting.

## Let Weave do the work

Weave is a smarter phone system that does it all: Texting, Reminders, Billing & Payments, Reviews, Digital Forms, Email Marketing, and more. Riverside Pet Care can gather information about their clients (and their clients' pets) and manage phone calls with Weave's intuitive communication platform and phone system.

**Weave gives your practice the tools it needs to deliver a better experience for you, your staff and your clients.**



See firsthand how  
Weave can simplify your  
office today.

[Schedule a demo](#)