Case Study:
Wimberley Veterinary Clinic
Wimberley, TX

Challenges

Practice Manager Tracy Sheffeld is always looking to differentiate her clinic from competitors by staying ahead of the technology curve. The staff at Wimberley Veterinary Clinic were using phone calls and emails to get in touch with clients, as well as a scheduling software called Demandforce. Tracy wanted a more efficient way to two-way text with clients.

Wimberley staff need to get in touch with clients for everyday reasons: surgery updates, prescription refills, and medication instructions. They deal with clients who are concerned and distressed about their family pets. The staff do their best to keep clients in the loop when their pet is undergoing a procedure, but they don't have time to make numerous phone calls.

In 2015, the city of Wimberley experienced a major flood. The clinic needed to get the word out that they were open, available, and ready to help. "We had to put up Facebook posts and adjust our site to say we're open, please call this cellphone," Tracy said. "It would have been really helpful if I had Zipwhip at the time. You always gotta be ready for the completely unexpected."

> " *I'm committed to keeping us on the cutting edge, and doing as much veterinary medicine as you can on a smartphone. Zipwhip makes that easier"*

— Tracy Sheffield
Practice Manager

Results

After adopting Zipwhip, Tracy says her clinic now saves an hour a day that would have been spent calling or posting on Facebook in the past. Plus, they get to keep their existing phone number; texts go directly to their desktop computer or mobile phone.

"Demandforce is limited in it's texting ability and does not meet our needs in that area," Tracy said. "Zipwhip gives us all the texting tools we need. We find a need for both services."

A big benefit is the ability to text patient lab results and surgery updates. "Texting makes people feel better because they know what's going on," Tracy says. "They don't just have to sit there and worry."

Zipwhip's Picture Texting feature allows clients to send photos of their pets' injuries to the front desk, to determine if they are serious enough to require immediate attention. The clinic can also send out photos of a sleeping pet after a procedure with a sweet note saying they are ready to be picked up - a gesture that warms peoples' hearts and boosts client retention.

Finally, with the Group Text feature, Tracy can send messages in bulk regarding holidays, clinic closures, and disaster warnings.

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