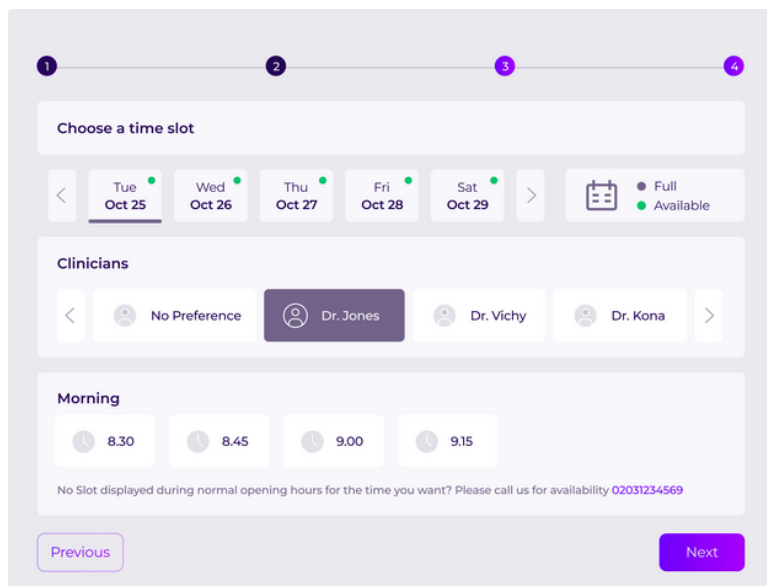


# Vetstoria & Greencross Vets

A world where your customers can book appointments anytime, anywhere, and you can see availability & wastage of appointments across your portfolio of clinics.

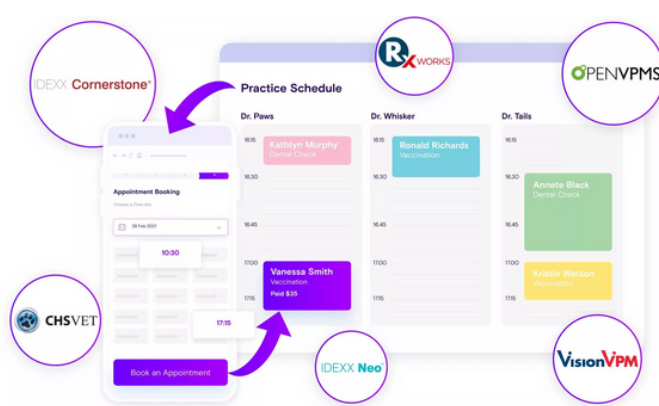
Real-time online booking, synced with over 30 PMS' — including RXWorks — to give you control and visibility over your clinics' schedules.



## Most people are aware why online booking is now a must have in veterinary clinics...but why Vetstoria specifically?

We sync with your PMS in real-time. When you use real-time online booking - rather than appointment requests - you are able to offer only appointments that are truly available. Pet owners will see an accurate representation of your calendar and what is available now, (not five minutes ago).

That way your customers can 100% self-serve, saving you the time and hassle of untangling double-booked appointments.

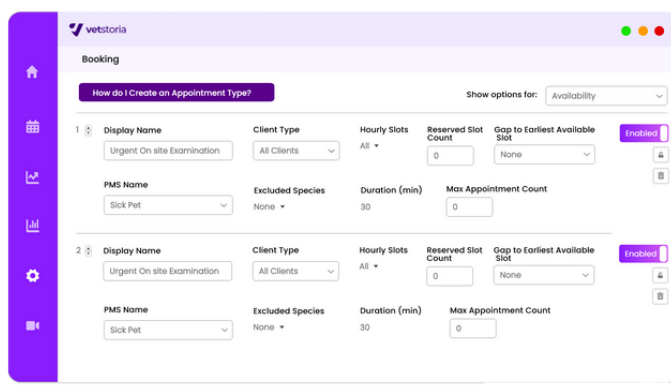


We have a powerful tool called the Fill Rate Platform. This allows you to see data across all 200+ of your clinics in real-time. You can easily view their used vs wasted capacity, availability rate, same day appointment rate and lots of other data.

This can help you prioritise support and recruitment, direct marketing spend and allow you to measure ROI across the clinics you have acquired.



Extreme customisation. With Vetstoria you can customise exactly who can book an appointment, when, and with which Vet. If you don't like doing vaccinations on a Friday afternoon - fine. If Dr Smith doesn't enjoy working with birds - great, you can exclude availability for birds for Dr Smith. If you want to hold four spaces a day for emergencies - this is doable. Unsure about taking on any new customers for the next 30 days? Perfect - you can set all of these rules and hundreds more to perfectly customise Vetstoria to each clinic.



## Our world class customer support team.



**Dan**

Dan is the chief revenue officer for Vetstoria having joined the business in October 2020. He has worked in early-stage technology companies like Groupon and Cardlytics since 2010 in various revenue roles. He previously worked in financial services in his hometown of New York, and holds an MBA from IESE Business School in Barcelona, and a BSc from Binghamton University in New York. He's got a moggy kitty named Lira!



**Ida**

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**Victoria**

Victoria Deamer Smith is the Global Implementation Manager at Vetstoria. Before joining Vetstoria 4 years ago, Victoria was a Registered Veterinary Nurse for 14 years, working in Emergency, Referral and Charitable settings. She adores the veterinary industry and is passionate about finding solutions to their pain points. She is excited to bring her experience to support Veterinary professionals and onboard seamlessly.

They'll get you set up super quickly, and talk you through our tried and tested ways of easily onboarding clinics across large corporates.

## If you're someone who enjoys data, check out these stats about online booking...



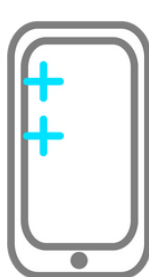
**14%**

of new client appointments are made online



**42%**

of online appointments are made outside of office hours



**63%**

of online appointments are made via a mobile device



**94%**

of pet owners are satisfied with appointments they book online

“Veterinary professionals should consider a solution like Vetstoria because it's a time-saving tool and helps you tap into the revenue you miss from potential out-of-hours bookings, which amounts to 40% of the total bookings a practice would get.”



**Emily Arnold**  
Senior Director - Marketing, Lakefield Veterinary Group

## We've made it easy for you to spread the word of Vetstoria...

Please feel free to share this PDF internally, or if it's easier you can share your personalised Greencross Vets webpage!

If you'd like a chat, we'd be very happy to talk through how Vetstoria might help Greencross Vets - just email [dan@vetstoria.com](mailto:dan@vetstoria.com) to book a consultation!