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Get Your Practices Excited About Online Booking

A GUIDE FOR IT AND OPERATIONS TEAMS

Congrats, you've made the smart decision to adopt real-time online booking for your veterinary group. Here's to more revenue and growth!

Now here comes the interesting bit.
New technology can get overwhelming for anyone. And, naturally, your practice teams will have many questions before adopting a platform like Vetstoria.

Here's a quick checklist to review before your practice goes live with Vetstoria:

★ Ensure your practice management software is correctly integrated.

★ Help set up the booking flow for each practice.

★ Ensure all appointment types are customized based on practice AVAILABILITY preferences.

FAQs and concerns from practice teams

? "Learning how to use brand new tech takes a lot of time and might add more work."

💡 **Help your teams understand the goal of online booking and how it saves time.**
According to Vetstoria data, 86% of practices using Vetstoria have found that pet owners appreciate online booking because it's easy to use and drastically reduces the volume of phone calls. Because of this, over 91% of practices consider online booking to be a great way to save time (Data from Vetstoria).

It's important that front desk teams understand the ease of online booking.
To get get started, you can:
- Share the data, such as the total number of appointments made online versus via phone calls.
- Appoint an advocate within each practice to ensure the team understands how Vetstoria can help them.

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"The key to the successful launch of this project was to provide associate training and explain why we introduced Vetstoria in the first place. It was important to inform the associates of our trials and improvements along the way; they needed to know the issues we were trying to fix and how Vetstoria's support team was assisting us. The initial main concerns related to the booking of appointments. After confirming that the advanced system allows bespoke booking, we were all very confident. We understand the strain the system takes off our receptionists and the improvement it offers to the client's journey."

— DANIELLE COOPER,
PRACTICE MANAGER AT CALDER VETS (LINNAEUS GROUP)

? **"We need to manage our schedule carefully, or pet owners will book haphazardly."**

This is a common misconception among most teams. Vetstoria can help add control of each practice schedule with slot exclusion rules.

If the team wants to protect certain hours of the day or certain days of the week, it's not a problem. You can click on "Slot exclusions" in Settings and add the dates and time slots that practice teams don't want to offer appointments. **Read more here.**

? **"Not all our vets can be booked for the same appointment types."**

The beauty of Vetstoria is that you can customize appointments per vet.

Simply exclude the inapplicable appointment types from the vets under "Clinicians" in Settings. You can also consider specific species that a vet isn't keen on treating. These, too, can be set by choosing "exclude species," ensuring the right pets are seen by the right vets. You can set this up **here.**

? **"Urgent appointments slip through the online process way too frequently."**

This is where our automated triaging process kicks in.

With our appointment screening feature, teams can set up keywords that denote a sense of urgency. If, for example, the word "passport" is used as the reason for the appointment, a certain message can be added, such as "Please note, due to complex regulations, Animal Health Certificates need to be booked directly through the practice. **Please call us at {{telephone}}.**" Or, if the word "vomiting" is added as a reason for the appointment, you can display a message like "This seems like an emergency booking. Please call us directly at {{telephone}}."

You decide which signals or keywords should trigger certain messages, and you can customize it for each practice. Find the link **here.**

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? **"Each appointment type must be managed differently."**

💡 **And that's exactly why Vetstoria stands out among other platforms.**

Every appointment type can be fully customized, including durations, species, client types, additional messages to feature in confirmation emails (including booking links), earliest available slots, max number of appointments per day, reserved slot counts, payments, and more.

There are so many rules your team can add to control the practice schedule or availability that allow Practice Managers to take full ownership of what is offered when and to whom. You can see a few preliminary settings over **here.**

? **"We do not have emergency blocks but reserve random slots throughout the day for emergencies."**

💡 Other than slot exclusions where you set certain unavailable times via the platform, you can include rules such as "the first appointment of every hour of the day cannot be booked through the online tool," so it will remain reserved for the practice team. You can set that up **here.** Appointment durations can all be set by the practice team, so they control what they offer.

? **"We need to manage new clients carefully."**

💡 **It's challenging to completely turn new clients away since their pets deserve care too.**

However, your team can decide which appointment types are offered to new clients and manage them during the booking process by asking for additional information such as "previous vet details," for example. We've **created a guide** with all the features you can use to better manage new clients.

Each practice gets a bespoke journey with Vetstoria so they can save more time and provide better pet care. If you need help setting up any feature with any of the practices, please get in touch with our friendly customer success team.

💬 **Contact your customer success manager**

👥 **Get in touch with our support team**

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