

5 PRACTICAL WAYS YOUR PET CLINIC CAN BUILD LOYALTY WITH MILLENNIALS

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



The vet 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 furrbls". This means that veterinary care is a top budget line-item.

Weave, the leader in patient 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 vet loves their pet as much as they do.

1

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:

Use the right tech at the right time. Millennials' preferred way to:




-  Schedule an appointment:
Phone call **87%**
-  Ask a question about pet's health: Phone call **73%**
-  Request a prescription:
Phone call **76%**

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:

Weave's research shows millennials have contact preferences:

How do millennials prefer their vet contact them?


-  For appointment reminders:
Text **57%**
-  For overdue balances:
Text **36%**
-  For follow ups:
Phone call **44%**

The top reasons millennials want vets to text them:

-  Appointment reminders **86%**
-  Reminder to schedule checkup **59%**
-  Reminder to refill prescription **48%**

And social media plays a role too. **27% of 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:

The top ways vets can offer a good digital experience for millennials:

-  Online appointment scheduling **68%**
-  Fast, friendly help over the phone **66%**
-  After-hours support via phone or online **61%**

2

SHOW A SINCERE INTEREST IN THEIR UNIQUE HUMAN-PET BOND

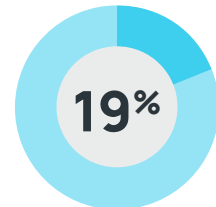
We know that millennials spend more on pets than any other generation, but new research is helping us understand just how deep the relationship between millennials and their pets goes.

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

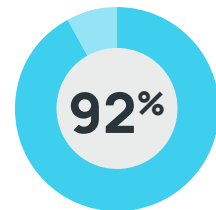
tech-obsessed millennials would even give up social media and smartphones before they gave up their beloved animal.

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.



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HOW VETERINARIANS CAN SHOW MILLENNIALS THEY CARE ABOUT THEIR PETS:



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.



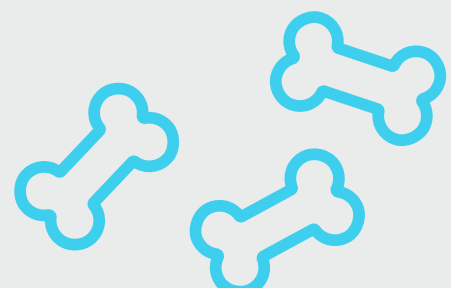
81% of millennials want vets to automatically know who they are when they call or visit. So have staff prepared for each appointment by briefly reviewing client accounts before arrival. Millennials want to be warmly and immediately welcomed without needing to look up their history. Millennials appreciate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



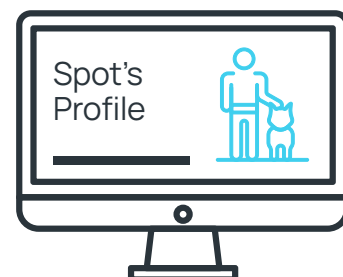
Follow up with your clients within 48 hours of a visit. 83% of millennials expect a follow-up call or text within 48 hours to check in on their pet after a visit. Train your staff to ask the right questions to ensure the customer is satisfied and determine if a pet needs to come in for another visit.



3

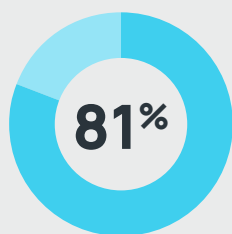
CREATE A HYPER- PERSONALIZED OFFICE EXPERIENCE

Millennials want a vet 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.

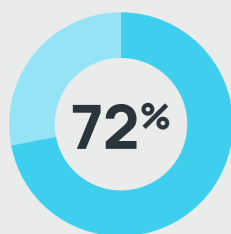


HOW VETS CAN CUSTOMIZE EXPERIENCES.

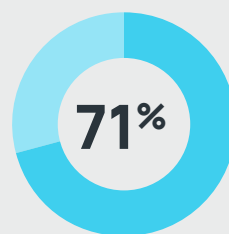
When it comes to creating a personalized experience for Millennials, instant recognition is key:



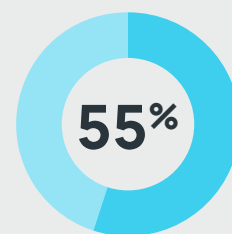
of Millennials want vets to quickly recognize them when they call



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



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



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

4

UNDERSTAND YOUR CLINIC'S LOYALTY DRIVERS

57% of millennials say they are not loyal to their vet. 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



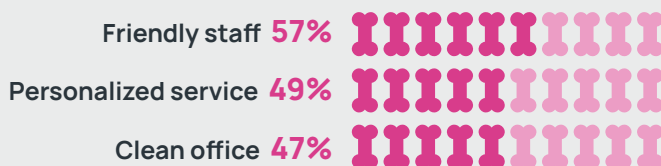
towards their pets, you may be uncertain what type of experience they're looking for.

Weave research shows that millennials expect friendly, personalized customer

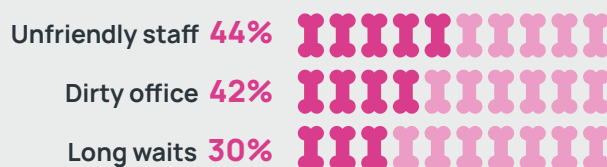
experience.. When you can show these clients that you know them and their pets, you show that you care about them and their pets. This builds loyalty and ensures a longer-term relationship.

HOW TO BUILD MILLENNIAL LOYALTY:

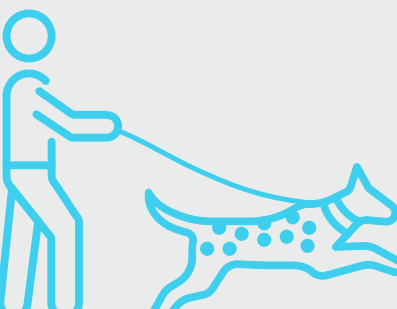
Top drivers of millennial pet clinic loyalty:



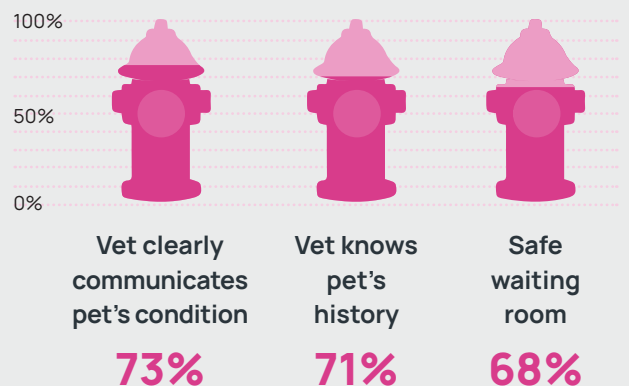
Main reasons millennials won't come back to a vet:



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.**

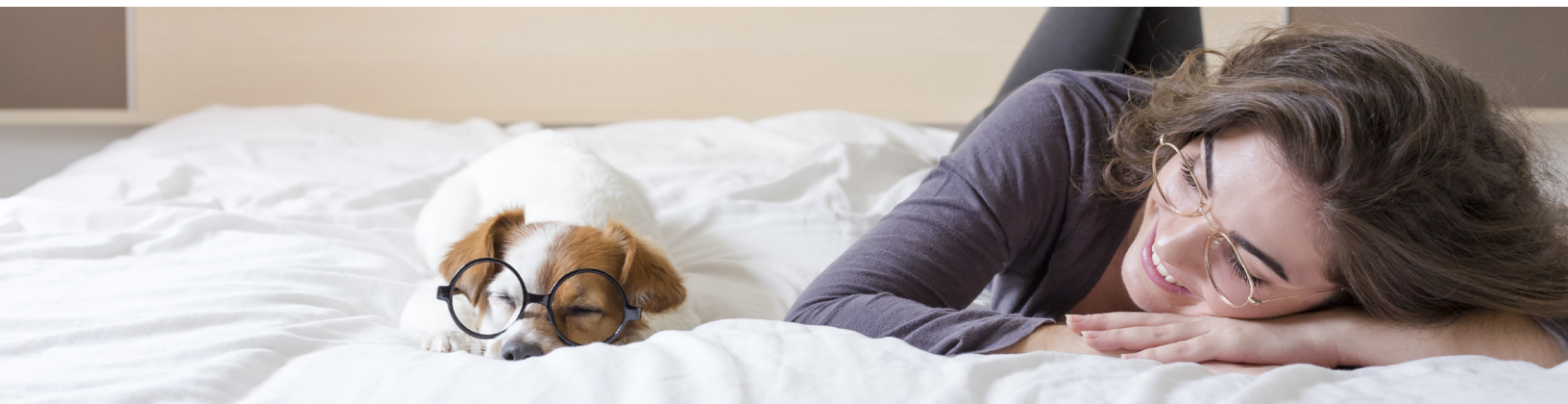


The top ways vets can offer a good healthcare experience for millennial clients:



5

FOCUS ON PREVENTION AS MUCH AS CURE



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 vets 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.**

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.

