

BOSTON
VETERINARY
CLINIC

UNCHARTED VETERINARY CONFERENCE

Dr. Brian Bourquin & Paul Mataras

April 26, 2019

TURNING ONES TO FIVES

Be the Brand Your Dogs & Cats
Think You Are

KEY TAKEAWAYS

- Your reputation is an asset, not a liability. It is your most important asset. Invest in it and it will generate returns.
- Your mission and your values are your story.
- You control your reputation by telling your story, all the time, in everything you do or say.
- A company with a strong reputation is worth more than one that has a weak reputation.



WORKSHOP OUTPUTS

- Create the Narrative
- Build the System & Process
- Set Goals, Timing & Rewards
- Execute the Daily Plan



WHAT IS A BRAND?



THE INSPIRATION



THE LOGO

BOSTON VETERINARY CLINIC

LOGO & SEAL

BOSTON VETERINARY CLINIC PRIMARY LOGO



BOSTON VETERINARY CLINIC

BRANDED COLORS

Select an area to comment on



THE WEB & THE CARDS

BOSTON VETERINARY CLINIC WEB

TAILS FROM THE CLINIC
PATIENT SUCCESS STORIES

SCHEDULE AN APPOINTMENT

NAME
ADDRESS
TELEPHONE
EMAIL

BOSTON VETERINARY CLINIC DR. B'S - PET TIP CARDS

PUPPY MAINTENANCE CENTER

DO YOU PET TIP? #101 PUPPI PUPPI?

THE PUPPY PLANS

STARTER PUPPY PLAN	PREVENTATIVE CARE	PREMIER PUPPY MAINTENANCE PLAN
<ul style="list-style-type: none"> Microchipping (with ID card) Parasite Prevention (Heartworm, Flea, Tick) Vaccinations (DHPP, Bordetella, Rabies) Spay/Neuter Health Exam Behavioral Assessment Ear Cleaning Teeth Cleaning Microchipping (with ID card) Parasite Prevention (Heartworm, Flea, Tick) Vaccinations (DHPP, Bordetella, Rabies) Spay/Neuter Health Exam Behavioral Assessment Ear Cleaning Teeth Cleaning 	<ul style="list-style-type: none"> Microchipping (with ID card) Parasite Prevention (Heartworm, Flea, Tick) Vaccinations (DHPP, Bordetella, Rabies) Spay/Neuter Health Exam Behavioral Assessment Ear Cleaning Teeth Cleaning Microchipping (with ID card) Parasite Prevention (Heartworm, Flea, Tick) Vaccinations (DHPP, Bordetella, Rabies) Spay/Neuter Health Exam Behavioral Assessment Ear Cleaning Teeth Cleaning 	<ul style="list-style-type: none"> Microchipping (with ID card) Parasite Prevention (Heartworm, Flea, Tick) Vaccinations (DHPP, Bordetella, Rabies) Spay/Neuter Health Exam Behavioral Assessment Ear Cleaning Teeth Cleaning Microchipping (with ID card) Parasite Prevention (Heartworm, Flea, Tick) Vaccinations (DHPP, Bordetella, Rabies) Spay/Neuter Health Exam Behavioral Assessment Ear Cleaning Teeth Cleaning
\$45.00 (one-time)	\$45.00 (one-time)	\$45.00 (one-time)

YOUR OTHER FAMILY DOCTOR

OUR SERVICES

- Behavioral Training
- Behavioral Enrichment
- Behavioral Rehabilitation
- Behavioral Assessment
- Behavioral Support
- Behavioral Management
- Behavioral Therapy
- Behavioral Modification
- Behavioral Assessment
- Behavioral Support
- Behavioral Management
- Behavioral Therapy
- Behavioral Modification

857.362.8872

BOSTON VETERINARY CLINIC FACEBOOK

Dr. B's Pet Tips: DVM

CHAT LIVE WITH DR. B!

Community

- 4,102,388 people like this
- 4,290,245 people like this
- 4,102,388 people like this
- Like Amanda and 10 other friends like this

THE FUN STUFF

BOSTON VETERINARY CLINIC

APPAREL



BOSTON VETERINARY CLINIC

APPAREL



THE TAG LINE

Your Other Family Doctor



THE MISSION

Boston Veterinary Clinic cares for Boston's pets with one goal in mind – to help you and your companion develop a powerful and enduring bond over a long and healthy life.

We believe pets are your family, and we want to be
your other family doctor.



THE VALUES

- Prioritize the Patient
- Be Passionately Curious
- Build Impactful Bonds
- Be Present to the Opportunities
- Challenge the Expected
- Be of Service



OUR WORDS

Patient First

Human-Animal Bond

Urban

Fear-Free

Educate

Experience

Diligent

Five Star

Grateful

Present

Engaged

Curious

Empathetic

Problem Solvers

Courage

Opportunity

Yes

Service



ELEMENTS OF BVC BRAND STRATEGY

- **ORIGINAL CONTENT DELIVERED CONSISTENTLY**
 - ✓ Photography, Dr. B Tips, Success Stories
- **CUSTOMER EXPERIENCE FOCUS**
 - ✓ Fear-Free, Clean, Colors, Flowers, Treats, Treats, Treats
- **COLLECT & DISTRIBUTE INTELLIGENCE**
 - ✓ Pet Desk (NPS, Pre-reviews), Yext, Perch
- **HAPPY PATIENTS & HAPPY EMPLOYEES**
 - Tell their Stories
- **FIND PROMOTERS**
 - Pet Desk, Banyan
- **TESTIMONIALS & SUCCESS STORIES**
 - Google reviews, Team recommendations
- **SOCIAL MEDIA MANIACS**
 - Post, Post, Post



TOOL BOX

- **GOOGLE MY BUSINESS**
 - ✓ Google Reviews /Email notice
- **YELP**
 - ✓ Yelp Reviews / Enhanced Profile / Email notice
- **FACEBOOK**
 - ✓ Facebook reviews / Email notice
- **PET DESK** (petdesk.com) - \$249/mo
 - ✓ NPS Score / Pre-Google, Yelp & Facebook reviews
- **YEXT** (yext.com) - \$600/yr
 - ✓ Control your brand image/information/reviews across all digital platforms
- **PERCH** (perch.com) - Free
 - ✓ Manage social media & reviews / Watch competitor activity
- ✓ **BANYAN** (banyan.com) - \$250/mo
 - ✓ Patient/Client/Employee Photos for SM, Client Perk, Google Reviews



HOW DO YOU DESCRIBE A GREAT VETERINARY BRAND?

BRAND = REPUTATION

BRAND = STORYTELLING

STORYTELLING = REPUTATION

Let's tell the story of a great veterinary brand



REPUTATION... BY THE NUMBERS

THE REPUTATION DASHBOARD												
			MAY					JUNE				
	GOAL	TIMING	CHAMP	W1	W2	W3	W4	W5	W1	W2	W3	W4
GOOGLE				+/-	+/-	+/-	+/-	+/-	+/-	+/-	+/-	+/-
	Reviews (#)											
	Rating											
YELP				+/-	+/-	+/-	+/-	+/-	+/-	+/-	+/-	+/-
	Reviews (#)											
	Rating											
FACEBOOK				+/-	+/-	+/-	+/-	+/-	+/-	+/-	+/-	+/-
	Followers											
	Reviews (#)											
	Rating											
INSTAGRAM				+/-	+/-	+/-	+/-	+/-	+/-	+/-	+/-	+/-
	Followers											
	Posts/Week											
NPS				+/-	+/-	+/-	+/-	+/-	+/-	+/-	+/-	+/-
	Reviews (#)											
	NPS Score											
PROMOTERS				Paul Mataras	Paul Mataras	Paul Mataras	Paul Mataras	Paul Mataras	Paul Mataras	Paul Mataras	Paul Mataras	Paul Mataras
				Brian Bourquin	Brian Bourquin	Brian Bourquin	Brian Bourquin	Brian Bourquin	Brian Bourquin	Brian Bourquin	Brian Bourquin	Brian Bourquin
				Andy Roark	Andy Roark	Andy Roark	Andy Roark	Andy Roark	Andy Roark	Andy Roark	Andy Roark	Andy Roark



THE AWESOMESS KPI | NET PROMOTER SCORE

[According to Bain & Company](#), businesses with long-term profitable growth have an NET PROMOTER SCORE (NPS) twice that of your average company.

The HIGHER your NPS, the HIGHER your rate of growth.

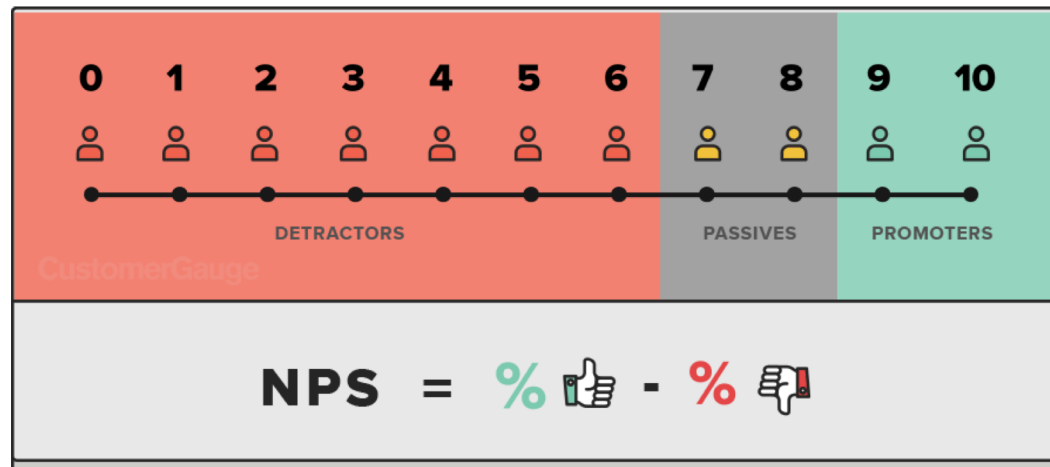


THE 80-20 DOUBLE EDGE SWORD

How to calculate your Net Promoter Score is based on a single question:

“On a scale of 0-10, how likely is it that you would recommend [company name] to your friends, family or business associates?”

Customers that give you a 6 or below are Detractors, a score of 7 or 8 are called Passives, and a 9 or 10 are Promoters



80% of your POSITIVE WORD OF MOUTH come from PROMOTERS
80% of your NEGATIVE WORD OF MOUTH come from DETRACTORS



REPUTATION DRIVES VALUE

We believe having an EXCEPTIONAL process for accumulating, processing, analyzing and responding to reviews will add value to your Clinic.



THE BVC ONE-TO-FIVE MACHINE

- GATHER THE FACTS, AVOID CRITIQUING
- UNDERSTAND THE EMOTIONS ON ALL SIDES
- LEARN ABOUT YOUR CLIENT (LinkedIn, Facebook, Web search, read other reviews)
- TURN-OFF YOUR EGO
- BE HAPPY & INTENTIONAL



DON'T TRY, DO!

- **RESPOND** to ALL REVIEWS in 24 hours
 - Positive Reviews: Public
 - Negative Reviews: Private then Public
- **PUSH** Great Reviews to Website, Facebook, Instagram
- **COMPOSE**
 - STORIES around GREAT REVIEWS (Testimonials)
 - COMMERCIALS around NEG REVIEWS (Highlight Mission & Values)
- **EMBRACE THE INTENTION** to TURN your ONES to FIVES
- **REVIEW** Positive & Negative Reviews with Team Monthly to encourage Best Practices and make Changes



ELEMENTS OF A ONE-TO-FIVE PHONE CALL

- **INTRODUCE** - I am Dr B, the Owner of BVC. Do you have a few minutes to spend talking with me about your visit?
- **APOLOGIZE** - Your experience was not what we intended. For that, we apologize and would like to make amends.
- **LISTEN** - Can you spend some time to tell me your experience and concerns?
- **FIND COMMON GROUND** - If that happened to me, I would be upset too.
- **HOW COULD WE IMPROVE** - In a perfect world, what could we have done better
- **NEXT STEPS** - This was a great conversation. When I say goodbye, I am going to make these changes.



LAND THE PLANE, CLOSE THE SALE, BRING IT HOME...

- **EXPRESS VALUE** - This has been a great conversation, thank you for taking the time, I've learned a lot
- **APPRECIATION** - We appreciate your business and hope you we will continue to have a relationship with you
- **OFFER TO MEET OR RECONNECT** - You've spent time to tell us what we could do better. Please let me offer you a small token of our appreciation
 - Complimentary visit
 - Relevant product to conversation
 - Treats!
- **FOLLOW-UP** with an email, personal note



CASE STUDY: BOSTON VETERINARY CLINIC | BROOKLINE



Cindy Lin

2 reviews

★☆☆☆☆ a week ago

After reading positive reviews on Google and Yelp, I felt comfortable bringing my new dog (three-year old rescue) to Boston Veterinary Clinic in Brookline. My comfort ended there. Upon arriving, the man at the check-in desk was extremely curt and annoyed at something. The exam itself was okay and while I appreciate that the clinic is fear-free, it became clear that policy was only practiced in the exam room. When it came time to leave, my dog needed a bit more coaxing to leave the room, as she was still new to me and the surroundings. When I suggested carrying her out, the vet immediately shut me down and said my dog would bite and/or attack when I knew she would not -- she's never had any issue being carried and she's a timid dog who has never shown aggression to me, her foster, or her shelter. Instead, the vet dragged her out of the exam room, across the lobby, and up most of the stairs using her leash -- increasing any anxiety or fear she was already feeling. At the time, I was already a bit overwhelmed and did not realize how inappropriate those actions were. For a clinic that prides itself in being fear-free, that seemed like the complete opposite of what should have been done. As I was leaving, the vet also asserted that my dog would require intensive behavioral training and also responded incredibly negatively when I said we already had a training evaluation lined up, saying that regular training would be useless. Despite the convenience of this location, I definitely will not be returning and would much rather travel further to a different office.

 Like



CLIENT REVIEWS DRIVE VALUE

- New Client Growth will INCREASE (Word of Mouth!)
- Client Reviews help tell a STORY about YOU, Your Successes and How You are Improving Your Business
- Responding to Client Reviews will help you EXPRESS your MISSION and VALUES
- ADD Client Reviews to your BEST PRACTICES and CYCLE OF OPERATIONAL IMPROVEMENT
- EMBRACE your Reviews, Negative & Positive
- CELEBRATE a ONE to FIVE!



CREATE THE NARRATIVE | ASPIRATIONAL & INSPIRATIONAL

Mission

Values

1

2

3

Vision

Culture

Accolades

Things We Love, Support



CREATE THE NARRATIVE | ASPIRATIONAL & INSPIRATIONAL

Philosophies *

We believe ...

We honor ...

We want our patients ...

We love ...

We support ...

We will ...

We can ...

Our clients ...

Our patients ...

We are grateful for...

At (your clinic's name), we

* If you don't tear up or get emotional, you're not doing this right.



BUILD THE PROCESS & SYSTEM

- ✓ Claim your business on Google, Yelp
- ✓ Create a Facebook Business page
- ✓ Create an Instagram account
- ✓ Link to Facebook
- ✓ Create a Yext Account (Knowledge Manager)
- ✓ Set-up email notifications of Google reviews
- ✓ NPS score (Pet Desk or Email Protocol)
- ✓ Email Protocol – 2 days, Thank You Email
- ✓ Client Review Response
- ✓ Periodic Goal Review
- ✓ REWARD



SET GOALS, TIMING, AND REWARDS

	NOW	GOAL	BY WHEN	CHAMPION
FACEBOOK FOLLOWERS				
FACEBOOK REVIEWS				
FACEBOOK RANKING (AVG)				
GOOGLE REVIEWS				
GOOGLE RANKING (AVG)				
YELP REVIEWS				
YELP RANKING (AVG)				
INSTAGRAM FOLLOWERS				
INSTAGRAM POSTS/DAY				
NPS SCORE				
NPS PROMOTER LIST				
SUCCESS STORIES				
PHOTOGRAPHY				
EMPLOYEE SATISFACTION				



EXECUTE THE DAILY PLAN

THE REPUTATION DASHBOARD												
GOAL	TIMING	CHAMP	MAY					JUNE				
			W1	W2	W3	W4	W5	W1	W2	W3	W4	
GOOGLE			+/-	+/-	+/-	+/-	+/-	+/-	+/-	+/-	+/-	+/-
Reviews (#)												
Rating												
YELP			+/-	+/-	+/-	+/-	+/-	+/-	+/-	+/-	+/-	+/-
Reviews (#)												
Rating												
FACEBOOK			+/-	+/-	+/-	+/-	+/-	+/-	+/-	+/-	+/-	+/-
Followers												
Reviews (#)												
Rating												
INSTAGRAM			+/-	+/-	+/-	+/-	+/-	+/-	+/-	+/-	+/-	+/-
Followers												
Posts/Week												
NPS			+/-	+/-	+/-	+/-	+/-	+/-	+/-	+/-	+/-	+/-
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MAY THE ODDS BE EVER IN YOUR FAVOR

The New Client Mantra...

I don't know ONE way to get 50 new clients, but I know 50 ways to get ONE.



GRETEL, THE DESTROYER OF WORLDS