The Kitten opportunity.
Declarations of interest:

Owner of Onswitch.
Associate Professor in Business.
Member of the Cat Consulting Group BI.
onswitch exists to inspire change, creating customer-centered practice so pets, horses and livestock receive the best care
Key outcomes today:

• The kitten owner journey to you. Where is the start of “Life Time of care”? Data. Data. Data.
• Key Touchpoints to polish.
• New tricks.
• 5 actions for tomorrow.
customer experience matters
customer experience matters

We are here for you and your cat. Search our cat care advice

Welcome to International Cat Care

www.onswitch.co.uk
Cat Care for Life

A partnership of care between you and your veterinary clinic for the lifelong health of your cat
CatCare for Life provides a partnership of care between you and your veterinary clinic for the lifelong health of your cat

LEARN MORE
Expect the best for you and your cat with one of our Cat Friendly Clinics

FIND A CAT FRIENDLY CLINIC
### Customer Experience Matters

**CatCare for Life**

**How old is your cat?**

<table>
<thead>
<tr>
<th>Life stage</th>
<th>Age of cat</th>
<th>Human equivalent age</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kitten</td>
<td>0-1 month</td>
<td>0-1 year</td>
</tr>
<tr>
<td></td>
<td>2 months</td>
<td>2 years</td>
</tr>
<tr>
<td></td>
<td>3 months</td>
<td>3 years</td>
</tr>
<tr>
<td></td>
<td>4 months</td>
<td>4 years</td>
</tr>
<tr>
<td></td>
<td>5 months</td>
<td>5 years</td>
</tr>
<tr>
<td></td>
<td>6 months</td>
<td>6 years</td>
</tr>
<tr>
<td></td>
<td>7 months</td>
<td>7 years</td>
</tr>
<tr>
<td></td>
<td>12 months</td>
<td>12 years</td>
</tr>
<tr>
<td></td>
<td>18 months</td>
<td>18 years</td>
</tr>
<tr>
<td></td>
<td>24 months</td>
<td>24 years</td>
</tr>
<tr>
<td>Junior</td>
<td>3 years</td>
<td>28 years</td>
</tr>
<tr>
<td></td>
<td>4 years</td>
<td>32 years</td>
</tr>
<tr>
<td></td>
<td>5 years</td>
<td>36 years</td>
</tr>
<tr>
<td></td>
<td>6 years</td>
<td>40 years</td>
</tr>
<tr>
<td>Adult</td>
<td>7 years</td>
<td>44 years</td>
</tr>
<tr>
<td></td>
<td>8 years</td>
<td>48 years</td>
</tr>
<tr>
<td></td>
<td>9 years</td>
<td>52 years</td>
</tr>
<tr>
<td></td>
<td>10 years</td>
<td>56 years</td>
</tr>
<tr>
<td>Mature</td>
<td>11 years</td>
<td>60 years</td>
</tr>
<tr>
<td></td>
<td>12 years</td>
<td>64 years</td>
</tr>
<tr>
<td></td>
<td>13 years</td>
<td>68 years</td>
</tr>
<tr>
<td></td>
<td>14 years</td>
<td>72 years</td>
</tr>
<tr>
<td>Senior</td>
<td>15 years</td>
<td>75 years</td>
</tr>
<tr>
<td></td>
<td>16 years</td>
<td>80 years</td>
</tr>
<tr>
<td></td>
<td>17 years</td>
<td>84 years</td>
</tr>
<tr>
<td></td>
<td>18 years</td>
<td>88 years</td>
</tr>
<tr>
<td></td>
<td>19 years</td>
<td>92 years</td>
</tr>
<tr>
<td></td>
<td>20 years</td>
<td>96 years</td>
</tr>
<tr>
<td></td>
<td>21 years</td>
<td>100 years</td>
</tr>
<tr>
<td></td>
<td>22 years</td>
<td>104 years</td>
</tr>
<tr>
<td></td>
<td>23 years</td>
<td>108 years</td>
</tr>
<tr>
<td></td>
<td>24 years</td>
<td>112 years</td>
</tr>
<tr>
<td></td>
<td>25 years</td>
<td>115 years</td>
</tr>
</tbody>
</table>

**HealthCare Sheet | CatCare for Life**

**Kitten lifestage: 0-6 months old**

- Cat's name: [ ]
- Owner's name: [ ]
- Date of examination: [ ]
- Age of cat: [ ]

Items to be checked and discussed:
- Medical/surgical history
- Oral and dental assessment
- Environment & behaviour
- External parasites control
- Internal parasites control

Items to check and record:
- Weight: [ ]
- Body Condition Score: [ ]
- Muscle Condition Score: [ ]

**Change in weight (kg) - first year**

**Dental Examination**

- Date: [ ]
- Cat's name: [ ]
- Owner's name: [ ]
- Cat's age: [ ]

**HealthCare Sheet**

- Cat's name: [ ]
- Owner's name: [ ]
- Date of examination: [ ]
- Age of cat: [ ]

Items to be checked and discussed:
- Medical/surgical history
- Oral and dental assessment
- Environment & behaviour
- External parasites control
- Internal parasites control

Items to check and record:
- Weight: [ ]
- Body Condition Score: [ ]
- Muscle Condition Score: [ ]

**Other information and discussion points:**
- [ ]
- [ ]
- [ ]

**Dental Examination**
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Connect for a lifetime of care.

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How do we connect to these kittens?

What do others do?
The pet care market remains in solid growth and we are taking share.
Digitising the customer journey to make pet care convenient, engaging and flexible

Meeting customer needs requires a true omnichannel approach: using data and digital capability to integrate a well-invested store estate, a fast-growing online business and a responsive supply chain into a single customer-centric platform delivering a seamless pet care experience.

Engage
- Joined up TV & Digital campaigns
- Simplified remote sign up to Clubs and Subs
- Increased functionality to improve customer journey on App – 60% of VIP sign ups via App
- Data to drive targeted, personalised digital engagement

Serve
- Focus on Puppy & Kitten customer acquisition – H1 strongest ever half for new sign ups
- Digitally-led next generation store formats
- Remote booking and consults across veterinary estate

Fulfil
- Omnichannel backbone
- Contactless Click & Collect
- Recent launch of One Hour Click & Collect
- Ship to home from store (in future)
- Consolidating legacy infrastructure into future focused platform

Investing in physical and digital assets to put the customer in charge of their pet care experience
The early success of our Puppy and Kitten Club is testament to the power of our data.

By focusing on new puppies & kittens we can create significant lifetime value for the business:

- Growing population of puppies and kittens in the UK
- Currently have c20% of puppies and c10% of kittens signed up
- Members spend c20% more compared to shoppers not in the club
- Spend uplift continues into adulthood
- Drives loyalty and spend over lifetime of the pet (typically 13 years for a dog)

By capturing data specific to the pet, we create engaged and loyal customers:

- Record number of 6.0m active VIPs
- Ability to reduce churn of existing members, with further benefits expected from our "propensity to churn" model
- Reactivation of previously lapsed VIPs
<table>
<thead>
<tr>
<th>% of total pets</th>
<th>% of total species</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total pets (alive) registered</td>
<td>3330</td>
</tr>
<tr>
<td>Total cats registered</td>
<td>940</td>
</tr>
<tr>
<td>Total cats under 18 months</td>
<td>161</td>
</tr>
<tr>
<td>Total cats Over 8 years</td>
<td>232</td>
</tr>
<tr>
<td>Total dogs registered</td>
<td>1917</td>
</tr>
<tr>
<td>Total dogs under 18 months</td>
<td>347</td>
</tr>
<tr>
<td>Total dogs over 8 year</td>
<td>484</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>% of total cons</th>
<th>Last 12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total no cons in last 12m</td>
<td>9461</td>
</tr>
<tr>
<td>Total no of cat cons in 12m</td>
<td>2099</td>
</tr>
<tr>
<td>total no of dog cons in 12m</td>
<td>6578</td>
</tr>
<tr>
<td>total no of rabbit cons in 12m</td>
<td>372</td>
</tr>
<tr>
<td>total no of other cons in 12m</td>
<td>412</td>
</tr>
<tr>
<td>Last 3 months</td>
<td>2938</td>
</tr>
<tr>
<td>Cats</td>
<td>622</td>
</tr>
<tr>
<td>dogs</td>
<td>2081</td>
</tr>
<tr>
<td>rabbit</td>
<td>119</td>
</tr>
<tr>
<td>other</td>
<td>116</td>
</tr>
</tbody>
</table>
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Data.

Data.

Data.
What do we know about the Cat Owners journey?

COPE.
A BETTER WORLD FOR PETS

The child-animal bond - Nancy R. Gee - P31
Dog walking – one health, one welfare - Carin Wassmann - P34
Living with compassion fatigue - Dana Rowes and Kimberly Ann Thierman - P34
Improving the cat owner experience - Alison Lambert - P50
Making your practice more feline centric - Natalie L. Mckee - P55
Veterinary forensics - Nienke Enderburg - P50
Geroscience and the aging cat - Natalie J. Dwyer - P59
Antimicrobials: from a blessing to a curse - Nancy De Bruij - P45

“Quantitative research undertaken in The Netherlands supports findings from recent US studies that the customer journey for cat owners is not yet optimal at the majority of veterinary practices.”

Alison Lambert

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Cat Owner Positive Experience (COPE). Phase 3 Holland.
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Holland and USA - % Yes Responses

- Yes (Holland)
- Yes (USA)
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Cat Baskets
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Cars!
Waiting ....
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Cats & Dogs...
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Average over Three Visits

- Facebook Picture
- Phone
- Smell
- Waiting Room
- Cat-Space
- Noise
- Dog/Cat
- Cat Shelf
- Food Display
- Food Easy to Find
- Food Price
- Respect
- Towel/Mat
- Cat Eating Habits
- Nutritional Advice

Legend:
- Yes (Practice)
- Holland Yes Average
If you had to choose a new veterinary practice now, which of the following would you do?

- **56%** Ask friends
- **46%** Check online reviews
- **39%** Visit the practice website
- **28%** Ask local pet experts e.g. groomer, pet shop
- **26%** Look at the practice Facebook page
- **24%** Google
- **21%** Check expert listings e.g. RCVS, RWAF, ISFM
- **21%** Walk into more than one vets to compare
- **21%** Ring vets up and ask about them
Which of the following best describes your approach to actually taking your pet to a vet?

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>43%</td>
<td>As soon as I notice anything that I am not sure about I take my pet to see a vet</td>
</tr>
<tr>
<td>44%</td>
<td>If my pet's not suffering I will leave it for a few days to see if it gets better by itself</td>
</tr>
<tr>
<td>1%</td>
<td>My pet dislikes going to the vets so I try to put it off as much as I can</td>
</tr>
<tr>
<td>7%</td>
<td>Vets are expensive so I try to put it off as much as I can</td>
</tr>
<tr>
<td>1%</td>
<td>I find it difficult to get to the vets so I try to put it off as much as I can</td>
</tr>
</tbody>
</table>
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The Customer Journey

Getting Noticed - Actions

Filling your Funnel - Actions

Word of Mouth - Actions

Customer Experience - Actions

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OMS® ISO 14001
MRS Evidence Matters Company Partner
MSPA®
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Kitten and Puppy searches in the UK (Google)
166K people used the VetHelpDirect Interactive Cat Symptom Checker in 2020

### Top 6 Cat Symptoms

<table>
<thead>
<tr>
<th>Rank</th>
<th>Symptom</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Not eating</td>
<td>12089</td>
</tr>
<tr>
<td>2</td>
<td>Diarrhoea</td>
<td>9072</td>
</tr>
<tr>
<td>3</td>
<td>Eye problems</td>
<td>8845</td>
</tr>
<tr>
<td>4</td>
<td>Lump or swelling</td>
<td>8792</td>
</tr>
<tr>
<td>5</td>
<td>Lameness</td>
<td>6853</td>
</tr>
<tr>
<td>6</td>
<td>Weight loss</td>
<td>6418</td>
</tr>
</tbody>
</table>

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Live Web Chat

First Opinion

- Urgency of care check: 7%
- Appointment: 23%
- Behavior: 2%
- Complaint: 1%
- General pet care advice: 9%
- Medication query: 5%
- Opening times: 1%
- Practice health plan query: 9%
- Positive feedback: 0%
- Other: 13%
- Service or product availability: 10%
- Price enquiry: 20%
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Invite them in!
Connect them to you!
See them real or virtual.
Appointment offer 😊
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Cold table ...
On a sample of 100,000 registered pets:

64.1% are dogs and 35.9% are cats.

13.3% of the dogs are less than 1 year old.

14.1% of the cats are less than 1 year old.
Customer Effort Score: For APP
Dogs 4.63
Cats 4.60

Customer Effort Score: In Clinic
Cat owners score lower than dogs

"Is that everybody?".
Emerging role of the district veterinary nurse 1: benefits to feline care

Some cat owners find it too stressful to take their cat to the veterinary practice. Others, through age, infirmity, or who are full-time carers for others, cannot make the necessary journeys themselves. Home visits by the district veterinary ensure that the cat still receives necessary ongoing veterinary care that it would otherwise miss out on. While working in liaison with veterinary surgeons, district veterinary nurses carry greater responsibility for individual feline patients and build a strong rapport with owners.

The provision of care in the home provides the opportunity for the district veterinary nurse to assess both the patient and the client in their own environment, which inevitably provides the practitioner with a far more accurate picture of the situation than that which can be elicited during an appointment in the practice. It will commonly reveal a

Carla Finzel RVN

Carla Finzel qualified in 2001 as a veterinary nurse and worked in general practice for 5 years. She progressed onto emergency and critical care with fulltime nightshifts at a referral vet hospital where she worked for 9 years. In 2015, she founded the District Veterinary Nursing movement raising standards of veterinary nursing care, home-based nursing clinics, client concordance and embracing the human-animal bond within the veterinary profession. Carla is a campaigner for One Welfare – One Health, so that the veterinary practice and care becomes inclusive to all members of society, making veterinary practice compliant with the Equality Act 2010.

This is the first part in a two-part series looking at the emerging role of the district veterinary nurse. Part 2 will look at the future development of the role and legal considerations.

Figure 1: Through the work of the district veterinary nurse animals receive their veterinary treatment when the owner’s situation may prevent this from being delivered.
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The Customer Journey

Getting Noticed - Actions

Filling your Funnel - Actions

Word of Mouth - Actions

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- 21% Ring vets up and ask about them

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Review your web and social space & increase kitten imagery and stories.

Post ISFM web link weekly on feeds.

Short video “top tips” weekly.

More kitten than puppy images & stories!

Digital Positive discrimination.
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First visit get ALL details:
- Emails.
- App join.
- Mobile.

Connect into your practice so you can communicate for life!

#data #data #data
Kitten education:
Use webinars and live social events.
Run client education.
Create mini courses on Kittens and cats.
Do weekly “top tip” sessions.

Make more noise!
First Visit is crucial.
First visit is essential to connect.
Make it an event.
Make time to connect.

First visit plan.

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Find Onswitch on
When they ring, invite them in!
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THANK YOU!