



## VETERINARY STAFFING SOLUTIONS CLUB VSS - SECRET SHOPPER PROGRAM

### *What can a secret shopper do for my practice?*

Secret Shoppers discreetly patronize your business, interacting as a normal client.

They report vigilantly and confidentially what occurred during their phone call or visit.

They provide valuable feedback that helps you be a more effective manager.

You can't be there all of the time, so why not let one of our trained shoppers be your eyes and ears? Our shoppers all have a strong background in the veterinary field.



Have you wondered how your current and potential clients are treated on the phone, or in person by your staff?

Are they being turned away or welcomed in?

Are your clients getting accurate information?

Do you have the time to oversee the daily operations that directly affect your bottom line?

Using our Veterinary Secret Shopper program will help you monitor and assess your daily clinic interactions.

### *Why use a secret shopper?*

- 🌐 Most dissatisfied customers will not complain - they will simply not return
- 🌐 Direct problems noted, allowing for more focused & effective training
- 🌐 Improved staff compliance customer service
- 🌐 Improved staff compliance of recommend services
- 🌐 “Companies can boost profits by almost 100% by retaining just 5% more of their customers.”\*

*\*Reichheld & Sasser, Harvard Business Review*