



HOW CAN PET CLINICS PLEASE MILLENNIALS?

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.

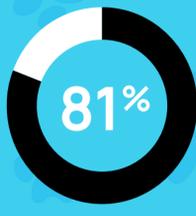
Weave, the leader in patient communication, commissioned an independent study of 532 US Millennials to look into what Millennials expect out of their pet clinic experience, where they prefer to go for pet care, and what helps them know their vet loves their pet as much as they do.



"Please hold..."

81% of Millennials want vets to automatically know who they are when they call, but 72% of Millennials have had to wait while their vet looks up their account.

35% of Millennials say their vet is unable to automatically recognize them when they call, but 81% of them would like their vet to have this capability



How do Millennials prefer their vet contact them?

For appointment reminders **Text 57%** ←

For overdue balances **Text 36%** ←

For follow ups **Phone call 44%** ←



Only **15%** of Millennials will always answer their phone if they don't know who is calling, but **81%** of them would definitely answer if they saw it was their vet

The top reasons Millennials want vets to text them:



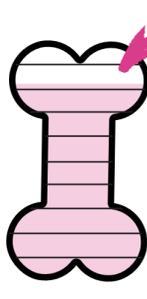
Appointment reminders **86%**



Reminder to schedule checkup **59%**



Reminder to refill prescription **48%**



83% of Millennials expect a follow-up call or text within 48 hours to check in on their pet after a visit



The top drivers of Millennial pet clinic loyalty



Friendly staff



Personalized service



Clean office

42%

of Millennials have switched vets because they didn't like their current one



The reasons Millennials won't come back to a vet:



Long waits

30%



Dirty office

42%



Unfriendly staff

44%

The top ways Vets can offer a good digital experience for Millennials:



Online appointment scheduling



Fast, friendly help over the phone



After-hours support



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

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