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.

### The Top Reasons Millennials Want Vets to Offer a Good Digital Experience

1. **Text**
   - 68% of Millennials want text to automatically alert them when their pet is due for their next vet appointment.
   - 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.

2. **Phone Call**
   - 57% of Millennials want their vet to automatically call them the next day to check in on their pet after a visit.
   - The top drivers of Millennial pet clinic loyalty are friendly staff, personalized service, and clean office.

3. **Social Media**
   - 42% of Millennials expect their vet to be available on social media.
   - 27% of Millennials expect their vet to be available on Twitter, but 69% of them aren’t on Twitter, and 67% of them aren’t on Instagram.

### Millennials want to avoid bad experiences:

- **Unfriendly staff**
- **Dirty office**
- **Long waits**

### The Top Ways Vets Can Offer a Good Digital Experience for Millennials:

- **Online appointment scheduling**
- **Fast, friendly help over the phone**
- **After-hours support**

### Key Findings:

- **Expectations**
  - 83% of Millennials expect a follow-up call or text within one hour after a visit.
  - 81% of Millennials want vets to automatically know who they are when they call, but 72% of them have had to wait while their vet looked up their account.
  - Only 44% of Millennials have switched vets because they didn’t like their current one.

- **Engagement**
  - 66% of vets aren’t available on Twitter, but 27% of Millennials expect their vet to be available on Twitter.
  - 68% of vets aren’t available on Facebook, but 69% of Millennials expect their vet to be available on Facebook.
  - 61% of vets aren’t available on Instagram, but 67% of Millennials expect their vet to be available on Instagram.

- **Convenience**
  - 86% of Millennials expect vets to offer appointment reminders.
  - 59% of Millennials expect text to remind them to schedule checkups.
  - 48% of Millennials expect text to remind them to refill prescriptions.

- **Communication**
  - 49% of Millennials expect their vet to contact them whenever they are due for their next appointment.
  - 44% of Millennials expect their vet to contact them when they are due for their next appointment.
  - 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.

- **Customer Service**
  - 57% of Millennials expect their vet to be available on social media.
  - 49% of Millennials expect their vet to be available on Twitter.
  - 47% of Millennials expect their vet to be available on Facebook.

- **Offering a Good Digital Experience**
  - 30% of Millennials say their vet is offering a good digital experience.
  - 42% of Millennials say their vet is offering a good digital experience.

- **Ways to Improve**
  - Offer appointment reminders.
  - Offer after-hours support.
  - Be available on social media.

- **What Helps Millennials Know Their Vet Loves Their Pet as Much as They Do**
  - Friendly staff
  - Personalized service
  - Clean office

- **Ways Millennials Prefer Their Vet to Contact Them**
  - For appointment reminders: Text 57%
  - For overdue balances: Text 36%
  - For follow-up: Phone call 44%