

PetDesk – Two-Way Texting: Best Practices

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*Not all locations have this feature enabled, it is an added cost. Please reach out to Jeff Tandy (jeff.tandy@wellhaven.com) if your location is interested.

Two-Way Texting: Best Practices

What is it? The ability to have a back and forth conversation with your individuals through text message.

How to provide a great customer experience over text:

1. Respond. Clients text for convenience, most don't want to or can't take a phone call during the day. This is their preferred method of communication at that time.
2. Reply within a business day - Examples of Responses
 - a. If you need more information from a client...
 - i. Respond via SMS asking when a good time to call would be (this can help eliminate some back and forth phone tag)
 1. "Hi _name_, thank you for reaching out! I'll need a bit more info on _pet_ is there a good time for me to call today to get the information?" *Tip: You can make this a template!
 - b. If you don't need more information from a client...
 - i. Respond to get them scheduled if needed, treat this as a phone call.
 - ii. Answer lingering questions about their pets, processes, or medications.
3. Set an Auto-Reply and Templates
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 - a. Auto-Reply: This is sent automatically when a client texts you after hours, you can customize the message and give helpful information. Treat this like your hold message on your phone.
 - b. Templates: Up to 10 templates can be created. Use this for responses you find yourself sending often.
4. Have FUN!
 - a. We are humans talking to humans! Be nice and friendly!
 - i. Add emojis to your text messages. Right-click on the message to add
4.
 - a.
 - ii. Add photos or cute videos of the client's pets

*Misc:

~Text messages are downloadable into a text file to upload into the medical record for the history of any

conversation.

~Text messages can be sent to clients already in eVet or any 10 digit phone number.
