

PET CARE

Featuring: PAWSITIVELY SPOILED

Pawsitively Spoiled Tails' Wag for Demandforce

Pawsitively Spoiled is a unique, one stop boutique and spa for dogs and cats offering an array of quality grooming, nutritional and day care services. Set in a modern and cage free environment, each animal is treated by highly experienced staff dedicated to the wellbeing of each animal. The owner, Leonie Hart, has a simple goal – develop life-long relationships with her clients and their pets by providing high quality and deeply compassionate pet care and grooming services in Brighton.

Demandforce Identifies Need

Like many small business owners, Hart and her staff felt overwhelmed by all the things they were trying to accomplish. "I wasn't looking for a technology solution to help me. I wasn't looking for anything at all – except maybe for more hours in the day. Then Demandforce asked if I'd considered automating my communications, reviews, surveys and appointment reminders," said Hart.

"It was the appointment reminders that got my attention. I knew automating that would change my nights forever," said Hart. "At the end of a long day, my typical routine would be to call the next day's appointments. And to be honest, there were plenty of nights when those calls just didn't happen. Unfortunately, when people don't show up we don't make money." Demandforce offered Hart a solution that would make online appointment requests and automated reminders easy.

Painless Implementation

The staff at Pawsitively Spoiled does not have the time or energy to figure out complicated software. With Demandforce, they didn't have to. Hart explained, "Demandforce is self-explanatory and has been an easy program for all of us to learn. Plus, the training courses that Demandforce offers have been excellent. Getting up and running was not a hassle."

Hart was also pleased with the customer service at Demandforce. "It turned out learning Demandforce was not a problem, but regardless, it was comforting knowing the Demandforce staff really cared it worked for me. They made sure I knew how to get my money's worth and use it for what I really needed," said Hart.



"Demandforce is a great investment for my business — no amount of work I could do would equal a fraction of what the system is doing for me."

— LEONIE HART, OWNER

Email campaigns

One of the first things Leonie implemented was the email templates for customer communications and newsletters. "We are active emailers. We send special offers, coupons and service promotions, and the response has been great. We're the place to pamper your pet, so our clients like to hear about all the options and try new things. Email has just made it easier and more convenient for everyone," said Hart.

Pawsitively Spoiled is also reconnecting with inactive clients, something they'd never had time to do before. "We've started reaching out to clients who we haven't heard from in awhile by sending news and offers to encourage them to come back. It's been very successful," said Hart. "Best of all it's automated. An email is set up to automatically go out with an offer when a client has been inactive for six months. It's something I don't even have to think about now, so I can focus on the clients in front of me," said Hart.

Demandforce Reinforces Client Happiness

Clients have been enthusiastic about the changes. "I love the online appointment requests and automated reminders, but I didn't realize how happy our clients would be. They mention all the time how convenient it is, and how they like getting reminders in email or text," said Hart.

Client satisfaction has also been revealed in certified reviews. "I knew our customers liked us, but until we implemented the automated review requests as part of our appointment follow up, I didn't know they loved us this much. We've been extremely lucky to have clients who write such fantastic reviews," said Hart.

Demandforce also took the fear out of false reviews. "We had one incident of a negative anonymous review that I knew wasn't true. I reported it to Demandforce who researched it and took it down. I was a little anxious about reviews at first, but now I'm not," said Hart.

Client satisfaction surveys, automated with Demandforce, have also been a success. Hart explained, "When people praise something or someone in particular, I bring it to staff meetings to share. It's terrific for morale. Also, when clients mention things they'd like to see changed, we usually change them and clients are impressed we listened. That wasn't happening before. We didn't know if something could be improved because no one wanted to complain to our faces."

Demandforce Optimizes Resources

Demandforce has helped Hart make the most of what she has – unique services, fiercely loyal clients, and hardworking employees. She explains, "Demandforce is a great investment for my business – no amount of work I could do would equal a fraction of what the system is doing for me. It's helped me bring back lost clients, make enthusiastic ones even happier, seriously reduce no-shows, and saved me and my staff so much time – it's crazy. We all love it and I would absolutely recommend Demandforce."