Stand for Animals Veterinary Clinic

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Nicole Hash
Operations Team Lead,
Stand for Animals Veterinary Clinic

Stand for Animals Veterinary Clinic is a Charlotte-based nonprofit veterinary hospital leading affordable spay-neuter and veterinary care services. Their mission is unquestionable – providing the highest quality veterinary care and spay-neuter services in an affordable and accessible way for all pets and their humans. The clinic has three locations in the greater Charlotte, North Carolina area.

Challenge

Stand for Animal's clients come to the organization for many reasons; spay-neuter services, basic pet care like rabies vaccines and heartworm testing, flea and tick prevention, quality of life consultations, euthanasia, and more. And as a nonprofit, low-cost clinic, the practice was inundated with calls from pet owners across the Charlotte metro area.

"We get hundreds of phone calls a day — and we have multiple clinic sites, which leads to a lot of missed calls," said Nicole Hash, Stand for Animals' operations team lead. "Inevitably, we're playing phone tag; clients return our call and leave another message, meaning we're constantly catching up. We added a call center and hired people to answer the phones all day. But they could spend two hours returning calls, and by the time they finished, they needed to call again. And if clients called one clinic but needed to contact one of our other clinics, it was ultra-complicated. We realized there had to be a better way."

> The inefficiencies of their existing on-prem system pushed them to research alternatives. "We needed a phone system that would allow us to answer calls in a more timely manner, keeping people on the line so we could get them taken care of," Hash explained.

Solution

Stand for Animals decided on GoTo Connect. "When we first started using the system, we were just focused on getting the calls in — being able to transfer between the sites and reach each other." But after the practice added its third location, Hash realized she needed to expand the organization's dial plan. "With GoTo Connect's dial plan editor feature, I've been able to make numerous iterations of our dial plan quickly and easily. Before, most of our calls were going through one clinic. We needed to decentralize this, so now we allow people to select the specific clinic and direct the call there."

Then Hash added call queues, which she notes have been "a real game-changer. We put callers into queues to wait to speak with a clinic representative. Using GoTo Connect's call queue functionality, we've evolved from having a dedicated group of people in one building answering phones to a decentralized approach where everyone across clinics shares the load. We try to keep each clinic to their specific queues, but if we're short-staffed, we fill in for each other," Hash explained.

GoTo Connect gives Hash and the Stand for Animals team the flexibility they need to function at the highest capacity, no matter what challenges they may face. "I'm able to set the phone schedule all at once, loading in the holidays at the beginning of the year, so I don't have to think about it as it gets closer. I can also log in remotely or access the app on my phone to record closure messages in the case of inclement weather. I use the app all the time — instead of using the softphone on my computer, my calls ring straight to the app on my mobile phone."

Contact center capabilities through GoTo Contact offer Hash and clinic managers valuable insights into how the clinics are performing and opportunities for increasing efficiency. "We are trying to juggle many needs, from seeing as many patients as possible and handling hundreds of calls in which we give clients the information they need with great customer service, to also moving on quickly to the next caller," said Hash. "We love data, and we get a lot out of GoTo Contact's reporting. We can see how many calls we are picking up, how many are we abandoning, how many are timing out, and how long we are on the phone with people. We can look at this information and make informed decisions based on it."

Impressed by the amount of value provided at an affordable cost, this solution was an easy decision. "Being a nonprofit, cost is always a big thing for us," said Hash. "So, making sure we were getting something affordable but that still would be able to provide us with the functionality we needed was important."

📈 Results

Since implementing GoTo Connect and GoTo Contact, Stand for Animals has reduced the number of missed calls by almost 63%, saving valuable time for clinic employees and clients. "Before we were averaging 700 to 800 missed calls a week. Now, across all three of our sites and all three queues, we're probably missing less than 300 calls a week," said Hash. "We average between 6,000 and 9,000 calls a month, and we handle about 73% of the calls that come in. It's been great to get folks in the queue and tell them, 'Just hang tight; we're going to get to you,' instead of hanging up and calling back, which is what we were doing. We're now able to answer more and return less because we're getting them the first time around."

Hash provided input on the increased efficiencies that the solution has brought to the Stand for Animals team, "Our team averages about two to three minutes on the phone, and that's what we were looking for. We want to quickly get callers what they need — get them taken care of — and go to the next person. We're able to reach more people in one day now than even just a year ago — what we're able to get done with the GoTo Connect and GoTo Contact solution is so much better for us."

Hash also had nothing but positive things to say about GoTo's customer support as well as the overall solution. "I've always had a great experience with GoTo support," says Hash. "They are always able to answer my questions, or if they aren't, they quickly get back to me with the answer. The GoTo Connect system is easy to use, and it's easy to understand — and easy for my folks that are on the front end of answering calls to use."
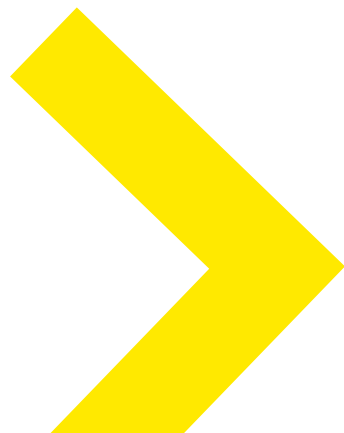
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