

Vetstoria's Reporting and Analytics for Veterinary Groups and Consolidators





"Before Vetstoria, we were trying to figure out client conversion data manually, but now, we can just log in to the Vetstoria dashboard and see how a campaign performed by looking at how many appointments were booked, whether people are dropping off, and how we can optimize future campaigns."

EMILY ARNOLD, SENIOR DIRECTOR – MARKETING, LAKEFIELD VETERINARY GROUP

Vetstoria is a comprehensive appointment scheduling platform that provides veterinary practices a great way to save time by automating bookings online and helping practices spot performance gaps.

In a typical veterinary group, the performances of each practice would vary, and teams would need to understand how to improve these metrics and allocate resources. This is where Vetstoria's reporting and analytics capabilities come into play.

Typically, you would want to understand:

- Customer behavior, overall conversion rate, and where you are getting the most amount of revenue or appointments.
- The total number of customers and new customers.
- The number of appointments that drop out or result in a loss of revenue.

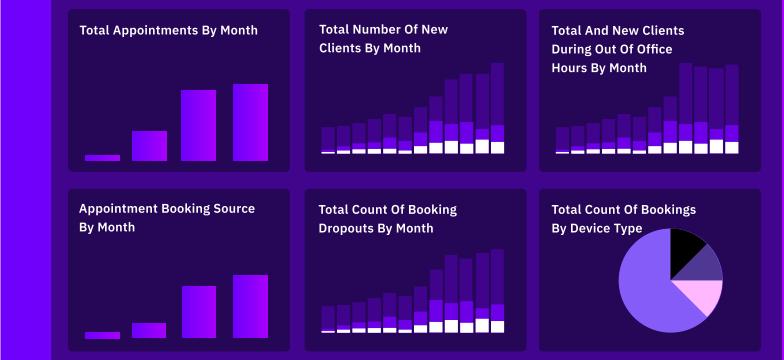
With Vetstoria, you can retrieve meaningful analytics per practice in your easy-to-access dashboard.

This helps to:

- ✓ Maximize your revenue potential.
- ✓ Increase efficiency of each of your practices.
- ✓ Use your time where it matters.

Your custom dashboard

Vetstoria offers a custom dashboard so you can get a view of each practice's performance, and your teams can identify where they need to focus more effort. This provides a complete view of data and insights tailored to your veterinary group's needs, including trends. Additionally, the data represented in the dashboard can be used in any way that the management would like (e.g., pivot, etc.) and can be easily exported by right-clicking.



Some of the practice data made available to you includes the following:

Customer behavioural metrics

- Appointment origin or source
- Appointment devices
- Complete dropout analysis
- Completion rates

Appointment specific details

- Popular appointment types
- Total appointments
- Out-of-hours appointments
- New clients (a great insight to show the ROI of the platform)
- Returning clients
- Appointment by date

Digital campaigns

- Campaign performance and insights

Measuring digital or online campaigns

Vetstoria offers a campaign link builder via the digital campaigns feature. These links can be placed in your social media, email, or text message promotions as the booking link is embedded within them. They allow for easy tracking, so your marketing team can identify the performance of each campaign and optimize for better results.



Performance reviews

Are you overwhelmed with data? Our friendly, dedicated customer success team will schedule quarterly performance reviews to present important data and recommend ways to apply those insights to each of your practices.

During the performance review, we will also take you through our “benchmarking” data. This feature allows you to compare the performance of one of your hospitals or practices to other anonymized or aggregated hospitals that use Vetstoria in the same region. You can speak to your customer success manager to learn how to get this data. You can compare against:

- Total appointments.
- New clients.
- Total number of appointments made outside of working hours.
- New clients outside of working hours.



Quick overview of Vetstoria's analytics offering versus competitors

	 Vetstoria	Petdesk (client communication)	PetsApp (veterinary app)	Rapport (client communication)
Real-time appointment scheduling for pet owners	✓	✗	✓	✗
Basic reporting of number appointments, customers	✓	✓	Unknown	
Dedicated corporate dashboard	✓	Provides a monthly report		
Benchmarking capabilities	✓	✗	✗	✗
Complete dropout analysis	✓	✓	Unknown	Via another product
Quarterly performance reviews	✓	Unknown		
1:1 support and customized journeys for each practice	✓	✓		

Want to learn more about how Vetstoria's appointment scheduling platform can simplify decision-making with powerful analytics and reporting?



Book a Demo



Try it out yourself