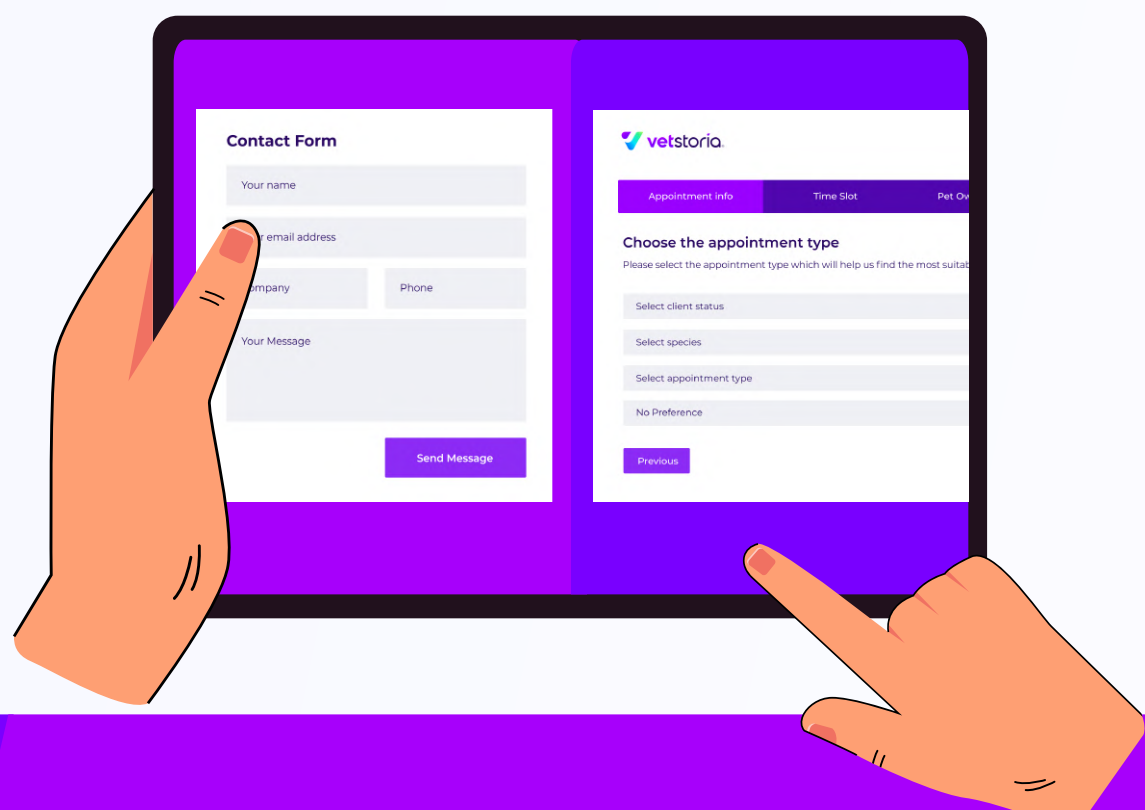


The Difference between Requesting and Booking an appointment online

Although the two are often conflated, a significant difference does exist. Let us explain why!



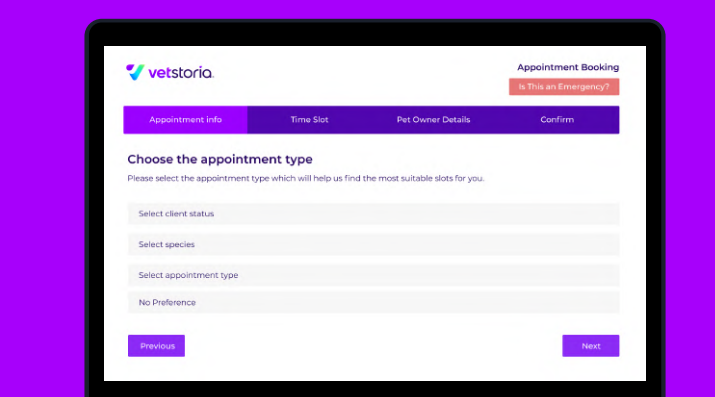
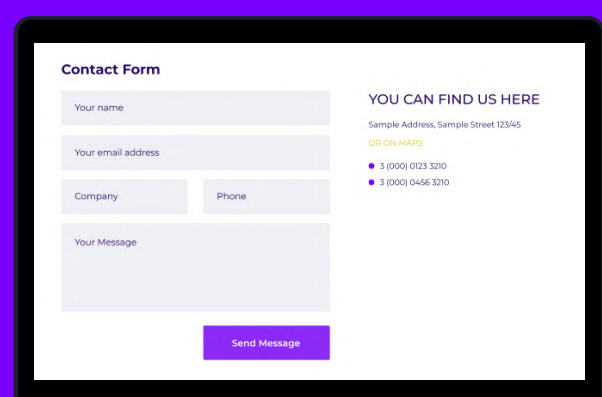
What is online appointment **requesting**?

Appointment requesting allows customers to submit a generic appointment request form through a form on the website. Front-office staff must manually confirm the appointment.

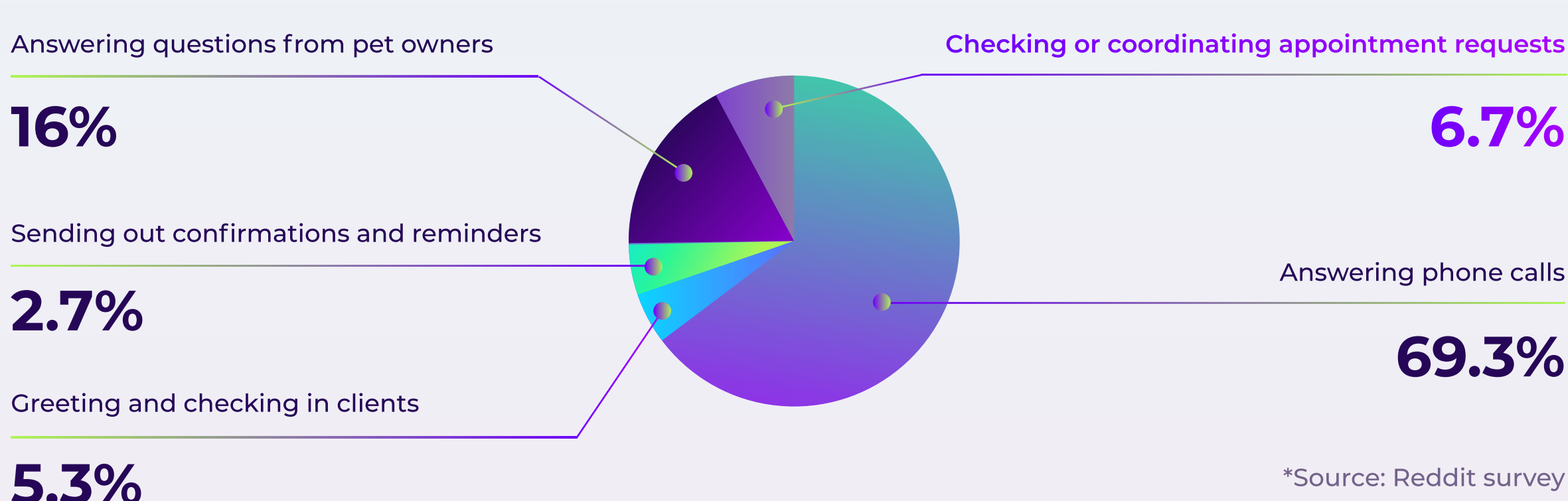
VS

What is online appointment **booking**?

Appointment booking allows customers to book appointments via an online platform and receive immediate confirmation of the booking.



Here's how front-desk teams spend their time without online booking.



A brief overview of the differences

Requesting an appointment online

Requires the front desk to confirm bookings **manually**

Answering phone calls and scheduling appointments are **time-consuming** tasks.

Does not sync with the calendar in real time.

Pet owners **must wait** for confirmation on requested appointments.

No customizations for appointments.

Can only be **confirmed during business hours**.

VS

Booking an appointment online

Automatic confirmation is one of the luxuries of online booking.

Saves time for all front office staff.

Synchs with the calendar in real time.

No waiting time for appointment confirmations.

Customizations for appointments can be enabled, including:

- Clinician availability.
- Appointment types accepted.
- Automated triaging.

Can be **automatically confirmed**, outside of regular business hours, including evenings and weekends.

Now that we know the difference, this is what 104 clinics from independent and corporate-owned practices based in the U.S., the U.K., Australia, the Netherlands, Germany, and South Africa had to say about using online booking with Vetstoria!

47%

said online bookings have had an extremely positive impact on the level of service their team was able to provide pet owners.

61%

said automating the booking process has given them more time to engage with clients in-house and over the phone.

53%

said online bookings saved their team 5 to 30 minutes of admin time per day.

Looking for more reasons to consider online booking?

Online booking leads to **26%** more new customers.

(Yocale, 2021)

42% Of online bookings are made **outside of regular office hours**.

(Vetstoria data)

67% Of customers **prefer the easy use of online booking**.

(Zippia, 2022)

With online booking **91%** of practices reported saving time **for both themselves and their customers**.

(Vetstoria data)

“Vetstoria has had a huge impact on the way we work at Calder Vets. The booking system has reduced the pressure on our phone lines and associates. We have seen an increase in positive comments via our feedback service since using Vetstoria, mainly in relation to ease of booking and response rates.”

Danielle Cooper

PRACTICE MANAGER AT CALDER VETS

vetstoria.

Visit www.vetstoria.com to learn more