



## CASE STUDY:

### Transforming Preventative Pet Care with DebitSuccess at Our Vet

#### Promoting Preventative Pet Care for Happy and Healthy Pets

Our Vet is a dedicated provider of preventative pet care, committed to the well-being of pets and their owners. Recognizing the essential role pets play in people's lives, Our Vet offers comprehensive and quality pet care services aimed at keeping pets healthy, happy, and thriving. They operate full-service vet clinics within most Best Friends Pets stores, providing pet owners with convenient access to a wide range of essential services.

#### Discovering DebitSuccess

##### Seamless Integration of Payment Solutions

Before DebitSuccess, Our Vet managed payments manually, which created an administrative burden, often resulting in late or missed payments and limited financial reporting capabilities. This made financial planning and business decision-making challenging. Our Vet's journey with DebitSuccess began with the seamless integration of payment services into their operations. The clinic's experience with DebitSuccess has been overwhelmingly positive, emphasizing the exceptional service provided by the accounts management team.

#### Why Our Vet Chose DebitSuccess?

DebitSuccess's automated payment solution simplifies the entire payment process, reducing the administrative burden on both the pet owners and the veterinary clinic. It ensures that payments are made promptly and consistently, enhancing financial predictability for the clinic and providing convenience for pet owners.

## Our Vet, partnered with DebitSuccess for several reasons:



### Streamlined Payments:

DebitSuccess offers an efficient payment processing solution that simplifies recurring payments for wellness plans, vaccinations, and preventive care. This simplification reduces administrative burdens.



### Financial Predictability:

DebitSuccess ensures a steady and predictable income stream as payments are automatically deducted, facilitating budgeting and financial planning.



### Enhanced Customer Retention:

Automated payments improve customer satisfaction and loyalty, increasing the likelihood that pet owners will continue using Our Vet's services.



### Reduction in Late Payments:

DebitSuccess minimises late or missed payments, a common issue in the veterinary industry, ensuring timely revenue.



### Robust Financial Reporting:

DebitSuccess provides comprehensive reporting tools that allow Our Vet to track and analyse financial performance, guiding informed business decisions.



### Competitive Advantage:

Offering automated payments demonstrates a commitment to modern, convenient solutions, enhancing Our Vet's competitiveness.



### Simplified Billing:

DebitSuccess simplifies the billing process, reducing the likelihood of errors and streamlining financial management.



### Improved Financial Management:

DebitSuccess's financial management tools offer insights into revenue streams, helping Our Vet make informed decisions about future services and growth.

## Our Vet showcases how DebitSuccess helps with the payment plans for one pet and additional pets:



### For One Pet:

**Initial Deposit:** DebitSuccess facilitates the collection of the initial deposit of \$90, making it easy for customers to pay this amount at the beginning of their pet care plan.

**Monthly Payments:** DebitSuccess automates the process of collecting 10 monthly payments of \$45. This eliminates the need for manual invoicing and payment tracking, ensuring that payments are received consistently and on time.



### For Additional Pets:

**Initial Deposit:** DebitSuccess handles the collection of the initial deposit of \$81 for each additional pet, streamlining the payment process for multi-pet households.

**Monthly Payments:** Like the single pet plan, DebitSuccess automates the collection of 10 monthly payments of \$40.50 for each additional pet, making it convenient for customers with multiple pets to manage their payments.

## DebitSuccess's Impact on Our Vet:



### Streamlined Operations and Increased Revenue

DebitSuccess has seamlessly integrated with Our Vet's operations. The clinic observed a notable increase in revenue and sales, leading to a strategic decision to transition all membership services to DebitSuccess. This transition has provided them with a competitive edge in the market.

### Exceptional Reporting and Account Management

Our Vet finds DebitSuccess's extensive software suite and the availability of the account management team to be invaluable. They utilise the reporting suite daily to gain insights into their financial activities. Their feedback also includes a desire for dedicated fields in the software to capture pet names and VIP numbers, showcasing their commitment to providing personalized pet care.



### Onboarding and API Integration

Our Vet is currently in the process of onboarding all their memberships to DebitSuccess and is considering further integration with their retail system down the line. The prospect of enhancing the system by incorporating pet names and utilizing the API with their retail system demonstrates their dedication to continual improvement.



### A Strong Partnership

Evan, the representative of Our Vet, highly recommends DebitSuccess to other businesses. He underscores the exceptional service provided by the account managers and the software's ability to streamline account activities, allowing them to focus on other aspects of their work without the need to handle payment-related issues. In his words, "Proceed with it!" DebitSuccess has proven to be a valuable partner in their mission to provide quality preventative pet care services, ensuring pets stay healthy, happy, and cherished by their owners.