

# Email collection

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**Why is it so important  
to collect email addresses?**



# Using emails to foster client relationships

Use emails to send out annual reminders, appointment confirmations, follow-ups, etc.

By using e-mail to communicate important information, you'll familiarize your customer with receiving information from you and improve your relationship with them.



# Using emails as a development tool of your online boutique

The number and proportion of email addresses you have in your management system is crucial to the success of your online boutique.

**The more complete and up-to-date your e-mail list, the more likely you'll be able to send invitations to your customers when your online store is launched.**



# Importance of email addresses

- **1 email address** = 1 potential new online account, and so one potential new buyer of quality pet food from the veterinarian.
- **1 email address** = 1 opportunity to improve compliance with the recommendations made to your client, notably thanks to recurring orders.
- **1 email address** = 1 sustained and engaging dialogue with your client.



**And now...**  
**Your role!**



**For a successful launch of your online store, you'll need to validate the information (email address and contact authorization) in your customer database and update it as necessary.**

- You'll always have up-to-date contact information, which will help your team to serve the customer and follow up in the most efficient way.
- You can also send promotional emails and reminders.



# Role: Email address collection

Confirm and/or update the contact information in your client database if needed.

Implement simple protocols to update this information **at each and every visit.**





# How to collect client emails

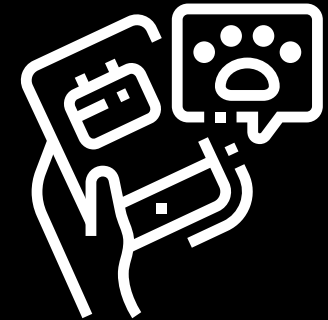
Pet owner information can be gathered in the following ways:



During client check-in,  
by greeting staff



Client fills out form while  
in the waiting room



Client fills out online  
form on your website to  
book an appointment

# At client check-in

- Greet the pet owner as usual.
- Update the pet owner's personal information immediately after accessing their data:
  - “I would like to confirm that your contact information is up to date in our system”
    - Home address.
    - Phone number(s) (home, cell, work).
    - Authorized names in the file.
    - Active animal(s) listed in the file.
    - Email address.
- If the client's personal information was not updated at check-in, do it before they leave.



# Email address: Consent

Make sure you obtain the client's consent to receive emails, promotional material, notifications and reminders via your POS (point-of-sale software).



# What if the client refuses to share his/her email address?

Reassure the pet owner of the following:

- A complete record is crucial to providing the best care and follow up.
- They will be contacted when relevant.
- Email is an efficient way to communicate important messages regarding their pet's health.

## Example :

“We ask all our clients to provide us with their email address to be able to provide professional follow-up. This does not commit you to anything.”

If the pet owner continues to refuse, do not pressure them.

# Role: Email address collection

- This role is everyone's responsibility.
- Each client file must include a valid email address.
- Keep your client database up to date.
- This is an ongoing process: you may have to send a few reminders.

**It takes a bit of time, but it pays off!**



**Thank You**

