



The UK's most successful client communications solution, supporting over 2 million clients worldwide, and helping all their pets to enjoy healthier, happier lives.

Engage **Remind** **Review**

Education & advice so pet owners become active partners in their pets' health.

Timely prompts for your clients to book, apply or re-purchase treatments and services.

Client feedback surveys, generating positive online reviews. Client satisfaction that you'll want to share.

iRecall® is created by vets for vets. Here's why you'll love it:

Personal for each client: Bringing together named pets & treatments into a single message.

Tailored to your practice: Consistent branding for all your communications.

Fully automated: Intelligently interrogates your database on a prescheduled basis.

Timely: Each message is built in real-time, every day of the year.

PMS agnostic: We are compatible with 25 PMS systems.

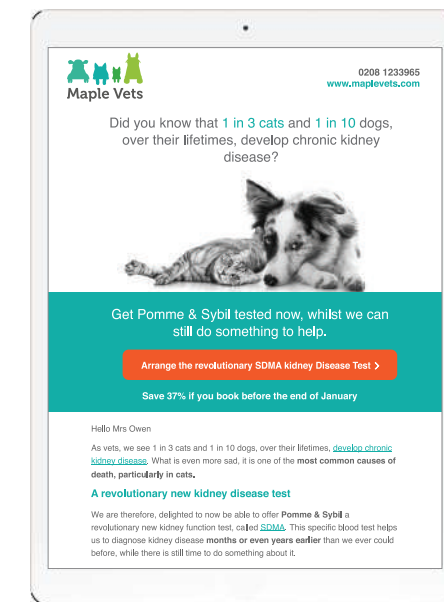
Market-beating ROI: Average of 300%.

300% RETURN ON INVESTMENT



A fully loaded, veterinary specific marketing suite at your fingertips.

- Welcome packs, puppy & kitten plans, birthday messages, newsletters
- Chronic medications & how to videos
- Vaccine amnesties & re-engagement campaigns
- GDPR consent management



The ability to create your own campaigns from scratch

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
GENERAL & COMPANION ANIMALS	Keeping Trim - weight loss advice	Dental Health month	Flea & Tick awareness	Love your pet Healthy Heart Month	Vet Nursing Awareness Month	Heating up - Summer time help	Dry Eye awareness	Senior Pet campaigns	Focus on CKD	BANG! Help with noise phobias	Christmas time - what's your poison?	Christmas e-card
Birthday e-cards • Delight your clients												
Vaccination Amnesty • Send at the press of a button or prescheduled												
Inactive Clients • Re-engage lapsed clients with promotions												

Sample Marketing Plan

Effective Communication, Profitable Results, Better Health Outcomes.

For more information on iRecall® products:

Call us: 0208 123 3965

Email us: hello@virtualrecall.com

Visit us: www.virtualrecall.com

iRecall® is a registered trademark of Virtual Recall.

Fully automated messaging by SMS, Email & Post.

No other solution can do all of this:



Ready-to-go campaigns at the touch of a button.



iRecall® Remind

Your complete solution for all your reminders, all your clients all of the time, by SMS, email & post. Busy lives make it easy for pet owners to forget to treat, or to buy more. Show you care by providing a gentle nudge, a reminder.



Significantly shorter intervaccinal period

PARASITICIDES

- Proven to improve compliance & boost your sales by 38%
- Enhance your Healthplan & retain clients
- Click 'n' Collect: reordering at the touch of a button

VACCINATIONS

- 20% increase in vaccination compliance
- Intelligent online booking
- Up to five reminder periods to maximise compliance

Remind 100% of your clients, 100% of the time.

HEALTH CHECKS

- Drive regular footfall into practice
- Health check-ups: dental, weight & more

APPOINTMENTS

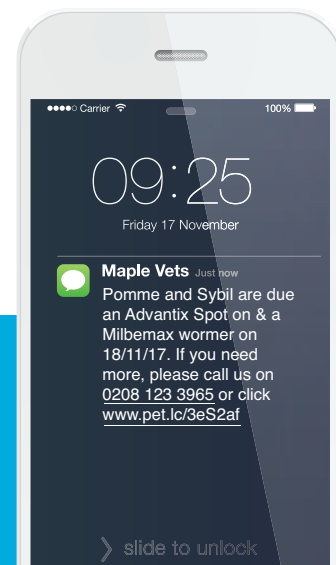
- Combine all pets' appointments into one message, avoiding clients turning up at the wrong time
- Include a Google map link
- Each missed appointment costs you at least £55 in fees & drug sales

NUTRITION

- Helps clients stay on track with their pet's nutrition plan by providing additional support in the first critical days & weeks of transitioning to a new diet
- Boosts repeat purchase by linking to your loyalty scheme

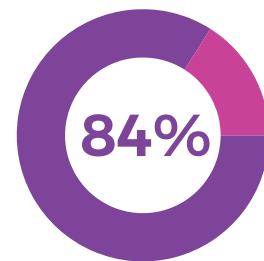
41%

increase in repeat sales of pet food



iRecall® Review

Online reviews are the new word of mouth. Gain more Google & Facebook reviews or use our testimonial feed to your website. Review your practice's strengths to celebrate with your team & highlight areas for improvement.



84% of customers trust online reviews as much as a personal recommendation

Client feedback you'll want to share.

Attract new clients: through enhanced online presence.

NPS: Key performance indicator to measure how satisfied your clients are with your service.

Immediate: A personalised message sent within an hour of an appointment.



Hot alerts: Instant alerts when a client is not as satisfied so that you can put things right straight away.

Real-time results: so you'll always have your finger on the pulse of your practice.

The iRecall® Journey

Review

Within an hour of Pomme's regular check-up, Charles completes a mobile feedback questionnaire & posts a glowing review. The practice views the results in real-time on the Hub.



iRecall® Hub

This is the control room where you can manage all your iRecall® services & monitor your KPIs & successes.

Engage

Charles receives an email from his practice about a vaccine amnesty programme & books Pomme an appointment online.

Remind

Charles receives an SMS reminder about Pomme's appointment. At the vaccine consultation, Pomme's vet recommends a prescription diet.

iRecall®



Simple, profitable communication.