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CareVet teams up with Chatmeter to boost productivity, increase brand awareness, and deepen customer relationships

CareVet

📍 **175 Locations**

CareVet, a network of 175 veterinary hospitals across more than 30 states in the United States, knows how to put people and pets first. The veterinary hospital network is anchored by a deep commitment to the teams that serve its clients and patients. CareVet's philosophy is, "people over profits." As a result, its employees feel empowered to deliver a superior level of care to their patients.

In 2018, veterinarian Dr. Kent Thornberry, and entrepreneur Greg Siwak, decided to take their passion for employee, client, and animal advocacy and turn it into a viable business thus CareVet was born. The business took off and started to grow rapidly.

As of 2023, **66% of U.S. households** (86.9 million homes) own a pet

When Chief Marketing Officer, Emma Ehll joined CareVet in 2019, the company had 20 hospitals in its veterinary network. Since then, the business has exploded to 175 locations nationwide – that's a lot of growth! Maintaining a quality online reputation for a large, flourishing network of veterinary hospitals, with a small marketing team, proved tough. Ehll and her team needed a robust solution that would allow them to maintain CareVet's reputation for great customer service while listening and responding to customer feedback quickly, all while growing at a rapid pace. She needed an online platform that would save the team major time by making processes more efficient.

CareVet also needed a tool that was versatile enough to assess the reputation across all veterinary hospitals, and that each new hospital was a good fit for the network. Not to mention, keeping each location's listing accurate had become a serious challenge.

Ehll and her team explored a number of solutions and decided on Chatmeter's Listings and Reputation Management. "We looked at multiple solutions for reputation management and ultimately, we felt we got better support with Chatmeter," said Ehll.

Key Challenge
Increasing online visibility and building trusted connections with customers

Chatmeter Products Used
• Listings Management
• Reputation Management

4.6 overall rating, compared with an average competitor rating of 3.9

34% review response rate, compared with competitor response rate of 17%

"Chatmeter provides amazing support, and customized help — which is a huge benefit to us, given we have five marketing team members for all 175 locations."

—Emma Ehll, CMO, CareVet

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This partnership with Chatmeter gives CareVet the opportunity to increase local brand awareness and improve its reputation for delivering personalized, quality care to pet families. Care Vet's marketing coordinator goes into the platform first thing every day to look at all the reviews, particularly checking for any negative response in need of an immediate response and mediation as fast as possible. According to Ehll, "The Chatmeter dashboard makes it easy to filter down to look at anything that has come in from the last 24 hours."

CareVet has also been an early adopter of Chatmeter's new generative AI tools designed to empower brands to connect with customers more efficiently and personally. The business can now, with a single click, access generative AI to instantly craft intelligent, relevant responses to customer reviews.

"The AI Generator has been super helpful in coming up with unique ways to respond to reviews. said Ehll. "With Chatmeter we can pull in tidbits from a review and give us suggestions that allow us to personalize every review response!"

98% of consumers read and write local business reviews online

CareVet keeps their team motivated by sending out weekly reports of positive and negative reviews to each hospital administrator. Positive reviews are shared with hospitals that are performing well as recognition for good work, and negative reviews are consolidated so that management can create solutions to resolve issues.

When CareVet hospitals hit a benchmark for consistent positive reviews, their performance is shared at a company awards ceremony, and that team receives a bonus. Ehll says, "The teams love it. Chatmeter's Reputation Management solution makes it easy to determine which locations are doing an exceptional job of retaining clients and providing stellar customer service. This is one way we can support and learn from one another, and identify best practices."

The platform also helps CareVet proactively address any negative reviews. "It's crushing for our hospitals when they receive a negative review; even when they get 10 positive comments, one bad review still stings," said Ehll. "When this happens, our marketing team reaches out to offer solutions." CareVet has experienced a high rate of customers who are willing to remove a negative review or turn it into a positive one after receiving an authentic response and fast outreach from the business. Rapid response has increased hospital ratings and makes each practice more attractive to consumers when they search online for a local vet.

> " Chatmeter's automated reports really helped us to identify and celebrate hospitals that show great service to customers based on their review performance."
>
> —Emma Ehll, CMO, CareVet

11% increase in direct searches

4% increase in click-to-directions

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CareVet also uses Chatmeter to gain visibility into how the business compares to the competition at a hyperlocal level. Ensuring consistent service across all their locations had been challenging for CareVet. Once they got up and running with Chatmeter's platform, CareVet realized tremendous time savings in managing all their locations. Ehll says, "It's been a huge time-saver for us. Having a partner like Chatmeter who keeps us up to date with all the new Google and Apple technologies out there, and the best ways to engage with customers.."

93% of consumers rely on online reviews before purchasing a service or product

The brand intelligence CareVet has gained through the use of the Chatmeter platform has been a game changer, particularly as they continue to expand at a rapid rate. The business finds multi-location brand management to be an overwhelming burden. Responding to reviews in bulk allows the CareVet team to focus on their core value of delivering a superior level of care to their patients.

Ehll says," Now I feel at ease knowing I have the latest information at my fingertips because Chatmeter funnels updates about the things that matter most to me. I'm excited to learn what we can do next."

Experience the Chatmeter difference!

Discover Chatmeter's latest integration with AI for review response and social media. ▶

> **"Being able to see everything in one dashboard allows us to take action and curtail any issues before panic sets in."**
>
> —Emma Ehll, CMO, CareVet

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