

# BOOST CLIENT LOYALTY & REVENUE

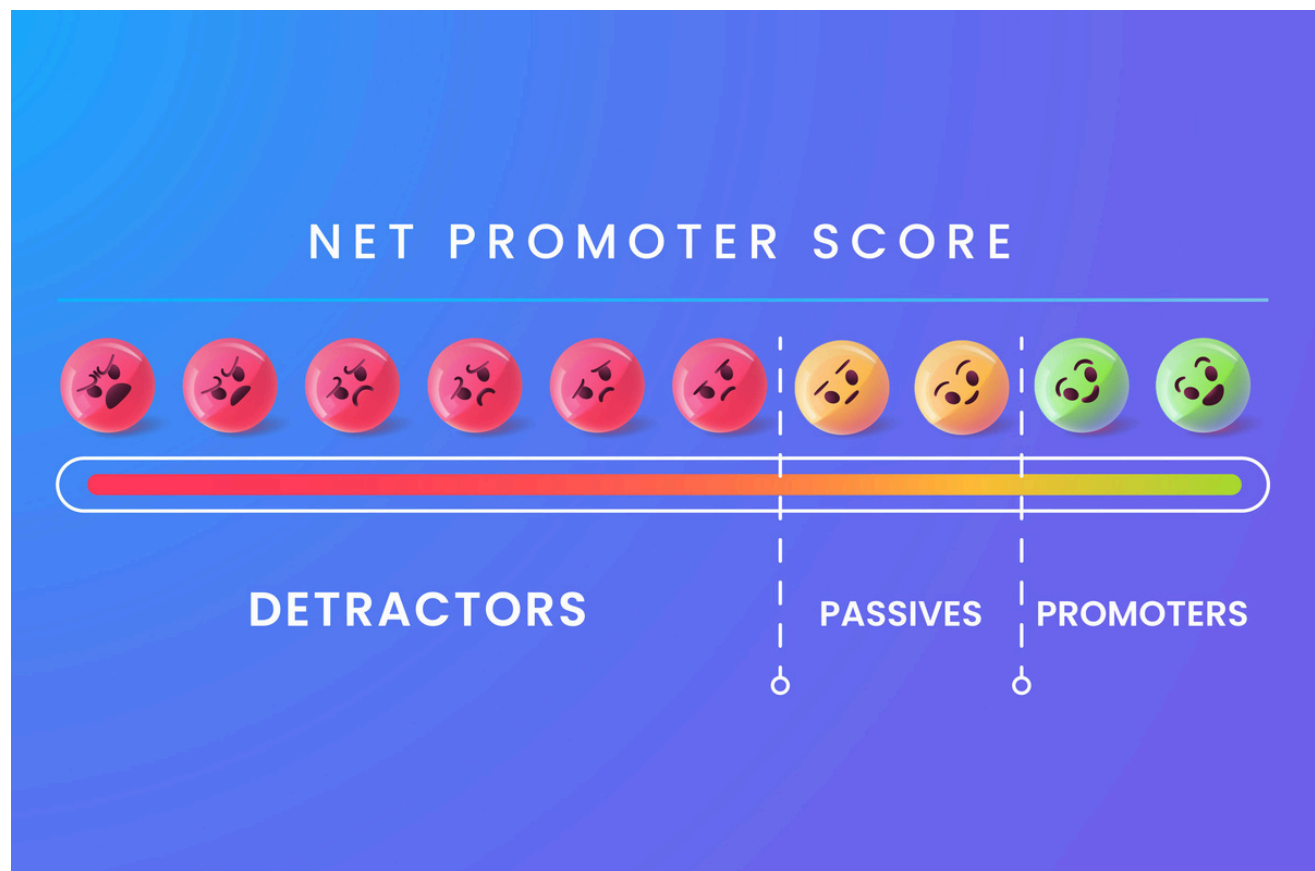
FREE GUIDE TO USING NPS IN  
YOUR VETERINARY PRACTICE



# NET PROMOTER SCORE (NPS)

## THE PROVEN PATH TO HIGHER CLIENT LOYALTY & REVENUE IN YOUR VETERINARY PRACTICE

If you run or manage a veterinary practice, you've likely heard of NPS—Net Promoter Score. It's a **simple yet powerful** way to measure client loyalty, and one of the strongest indicators of **long-term revenue growth** in the veterinary industry. We've experienced this firsthand and helped CalPro Research clients grow their practices and **increase market share** by implementing the Client Loyalty Accelerator to monitor their NPS and utilize feedback for continuous improvement. One of our clients grew from 1 location to 54 in just 9 years. Now that's impressive!



NPS is a widely used metric that measures customer loyalty and satisfaction by gauging how likely individuals are to recommend a product, service, or company to others. This formulaic data is collected through a single-question: “On a scale of 0 to 10, how likely are you to recommend this business to a friend or family member?” Respondents are categorized as Promoters (9–10), Passives (7–8), or Detractors (0–6). The score is calculated by subtracting the percentage of Detractors from the percentage of Promoters, yielding a value between -100 and +100. A higher score indicates stronger brand advocacy and customer enthusiasm, while a negative score highlights underlying dissatisfaction. Businesses often use NPS as a benchmark for customer experience and a tool to drive incremental improvements.

The evidence backing NPS is **clear and convincing**. Our personal experience with over 2,000 veterinary practices indicates that hospitals and clinics that increase their NPS by 10% can increase **annual market share** by 4-6%. What would that mean to your bottom line?

But like anything, there are critics to NPS so we want to take a moment to address the most common concerns about NPS. We'll also provide you with a list of Key Takeaways to implement and ensure you're using it effectively in your practice to **drive better results**.



BUSINESSES OFTEN USE NPS AS A BENCHMARK FOR CUSTOMER EXPERIENCE AND A TOOL TO DRIVE INCREMENTAL IMPROVEMENTS.

# NPS - The Proven Path to Higher Client Loyalty & Revenue in Your Veterinary Practice

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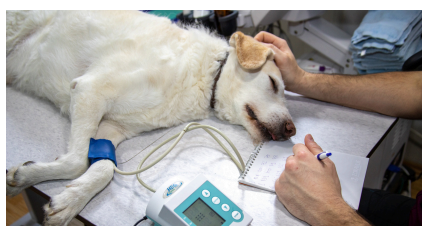
# Why NPS Matters for Your Veterinary Service?

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So, what makes NPS so special? **NPS** is more than just a number; it's a direct reflection of how your clients feel about your veterinary care and service. Research shows that **high NPS** scores correlate with **stronger business performance**. When your clients are satisfied with your services, they are more likely to return, refer friends, and—most importantly—continue spending money at your practice.

In industries like veterinary care, where trust and loyalty are key, NPS is a game-changer. Think about it: when your clients are satisfied with the care you provide for their pets, they are far more likely to recommend your services to others. This **client loyalty** translates directly to **consistent revenue growth**. It's a simple equation: satisfied clients = a thriving practice.

While there are exceptions in industries with limited competition (like utilities or cable companies), veterinary practices operate in a **highly competitive market** and close client interaction, where **NPS** is a reliable predictor of success.



## Who's Opposing NPS?

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As with any widely used metric, NPS has drawn some thoughtful critiques, particularly from academic and consulting circles. Some argue that NPS, while useful, is not perfect and can be misused. Let's break down the opposition, which generally falls into two categories: **academics** and **consultants**.



# The Consultant Critique

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Some consultants recommend alternatives to NPS, often to highlight unique approaches or differentiate their services. These methods can provide valuable perspectives, but it's worth noting that **NPS remains the most widely used benchmark for client loyalty and satisfaction across industries**. When considering other metrics, simply ensure they offer the same level of **clarity and actionable insight**. At CalPro Research, we incorporate complementary measures like Net Favorable Score (NFS) for individual touchpoints, alongside NPS, to give practices a fuller picture.

## The Academic Debate: Data Set Expectations vs. Real World Data

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We have **great respect** for the academic community, and the tension they have toward NPS is real and valid. The tension can be summarized into two categories: **prediction and practicality**.

In the academic world, statistical models rule. Experts love large datasets (typically 1,000+ responses) because they believe it helps predict trends and outcomes with high accuracy. But let's face it: **real-world data** doesn't always meet academic expectations, and that's okay!

For example, if your practice surveys 1,000 clients and gets 150 responses - a strong 15% response rate might seem like a small sample by strict academic standards. But the insights are still **incredibly valuable**. Even modest datasets reveal trends, highlight areas for improvement, and show how your NPS connects to real outcomes like **client retention or increased bookings**.

While **academics** may argue that small datasets can't reliably predict long-term trends, **veterinary professionals** know that small, meaningful feedback can be just as powerful when used to **improve your practice day-to-day**.

# Embrace Both Perspectives

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The debate between academic rigor and real-world business use isn't about right vs. wrong, it's about balance. **Bring both perspectives into the conversation at your practice.** Understanding the tension between **statistical predictions** and **practical insights** can make your NPS strategy more effective and help you bridge the gap between theory and reality.

## The “Gaming” Issue: NPS Misuse

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A common pitfall is “gaming the score” - over-incentivizing staff to boost NPS numbers instead of truly **improving client experiences**. Pressuring clients for perfect scores might boost short-term metrics but damages trust over time.

Imagine this scenario: A receptionist at your practice offers a free toy or a discount on services in exchange for a perfect survey score. While it might sound like a quick fix, this manipulation undermines the true purpose of NPS: to gauge **real client sentiment**. And, guess what? Clients notice.

When your team focuses too much on incentivizing high scores, you risk creating a culture that values the metric more than the **genuine client relationship**. In the long run, this hurts both the **client experience** and the **practice's reputation**.

## Build a Culture of Integrity Around NPS

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Foster a culture where NPS is a tool to **improve care**, not just a number. When your team **prioritizes authentic client relationships**, high scores will follow naturally.

Encourage your staff to view NPS as **a tool to help the practice grow**, not just a number to hit. When your team is incentivized to genuinely improve the service and care they provide to each pet and client, the **scores will naturally follow**—and the improvements to your practice will be real.

# KEY TAKEAWAYS

## USING NPS EFFECTIVELY IN YOUR VETERINARY PRACTICE

- ✓ **Leverage NPS:** It's tied directly to loyalty and revenue.
  - ✓ **Balance Data:** Real-world trends matter, even with smaller samples.
  - ✓ **Avoid Gaming:** Never pressure staff or clients for scores.
  - ✓ **Build Integrity:** Use NPS to enrich the client experience.
  - ✓ **Act on Feedback:** Show clients their input drives real change.
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By embracing NPS with integrity and implementing these steps, your practice can turn NPS into a powerful tool for long-term success! Remember, NPS is not just a metric, but is a powerful tool for **improving client care** and ultimately **boosting your practice's market share and profitability**.

Want to understand how CalPro Research can help your practice grow and increase market share? Go to [www.calproresearchinfo.com](http://www.calproresearchinfo.com) for more information or to schedule an exploratory conversation.

