



## Holistic Canine Care Clinic Reduces No-Shows by 100% and Cut Admin Costs by 50%

Amber Calleran is an animal chiropractor and sports massage therapist, offering a range of canine and equine physical therapy services. She practiced for several years as a freelancer until she joined forces with her current business partners last January, dog trainers Nathan Ledbrook and Charlotte Groom. They shared the same vision: to create a company centered around holistic canine health and care. They identified a massive niche market for a company that provides multiple services under one roof: training, nutrition, therapy and rehabilitation. [Holistic Hounds](#) was born.



***Since implementation, we have zero no-shows. vcita is worth its weight in gold not just because of our increased earnings and availability, but also because their customer service is superb.***



***vcita has been tenfold helpful. Rather than two full-time admins, we now have one part-time person who handles everything!***

### CHALLENGE

A legacy CRM platform could not support their fast-growing company

The company grew exponentially, and Calleran knew they needed a more advanced CRM that included automatic bookings, and payment—a platform that could support all the nitty-gritty work of their unique business model. Otherwise, they would not manage to scale successfully.





**Challenge****A clunky payment system**

Because they accepted ad-hoc bookings and offered flexible payment options, it was hard to keep track of outstanding payments and paid invoices.

The team constantly asked each other about missing invoices and overdue payments.

Their platform was clunky to manage and visually difficult to decipher, so often, these questions went unanswered.

**Solution****Online payments**

Most of Holistic Hounds' clients [pay](#) immediately when they book, while others pay in installments. If the client requests a payment plan, Amber can now accommodate them comfortably. She uses vcita to set automatic reminders regarding outstanding payments, which has been enormously helpful in their accounts receivable. Amber has also begun to provide more [packages](#) to maximize every client and to increase profitability.

**Challenge****Too many no-shows, too much admin**

Two people on the team managed all the administration manually. For each booked session, they would send an email or leave a phone message, but their clients still missed appointments. In one week, they lost six sessions to no-shows, and Amber still had to pay the trainers. They lost time, money - and morale.

**Solution****Automated booking and reminders**

With automated booking options integrated into Holistic Hounds website, it's very easy for clients to schedule appointments in their own time. They can see all their options in terms of packages, availability, and pricing. With all their questions answered, clients have less need to contact the team directly.

**Challenge****Customer service continuity**

The Holistic Hounds team needed a CRM with a responsive customer service department to guide them through the process of adopting a whole new digital platform. Busy dealing with clients all day and unable to dedicate a week to training, they sought an easy transition.

**Solution****Client Management**

With vcita, all her client and staff communication is located on [one platform](#). More and more clients use vcita to contact them, rather than using phone or email. They ask the team questions, refer friends, change bookings, notify them if they're running late, all through the vcita platform. Everybody on the team receives notifications and can access the platform 24/7.

**RESULTS****More profit, less admin**

The support and hand holding from vcita's customer service team enabled Amber and her team to maximize all of vcita's features to improve their business processes. There are no more last-minute rescheduling and cancellation fees. And no more chasing clients for payment.

With vcita's communication platform, the team cut their response time in half, building more trust with their clients as a result.

With vcita's help, Holistic Hounds has transformed from a vision to an efficient, thriving business.