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## The employee promise

At our practice, team members are the most important resources in our service commitment to our clients.

By applying the principles of trust, honesty, respect, integrity, and commitment, we nurture and maximize talent to benefit each individual and the practice.

The practice fosters a work environment that values diversity, enhances quality of life, fulfills individual aspirations, and enriches the practice.

## Our creed

The practice is a place where genuine care, comfort, and high-quality veterinary medicine for our patients and clients is our highest mission.

We pledge to provide the finest client service, a kind word, and a “can do” attitude in all of our communication.

The practice experience celebrates a love of pets and people, instills a sense of well-being, and honors the best in each of our clients.

**What  
can  
I do  
to make it a  
memorable  
visit?**



## Three steps of service

**1.**

We will welcome each client using the client’s and the pet’s names.

**2.**

We will anticipate clients’ needs and look for ways to make their visit to our practice great.

**3.**

We will thank clients for visiting, tell them we look forward to seeing them again, and wish them a fond farewell.

Instructions: Print the first page of this guide, then flip the sheet of paper over to print the second page on the back. Cut around the border. Fold in half and then in half again.

## The practice basics

- 1.** Our team members must demonstrate our commitment to helping pets live longer, healthier lives.
- 2.** We are service professionals who treat clients, pets, and co-workers with respect and dignity.
- 3.** Our three steps of service are our foundation. We use these steps each time we interact with clients.
- 4.** The employee promise is the basis of our work environment. Every team member will honor the promise.
- 5.** All team members will complete phased training for their position and yearly training certification.

## The practice basics

- 6.** We will communicate our practice policies to all team members. It's everyone's responsibility to support them.
- 7.** We expect each team member to help make the practice the best it can be by offering suggestions and participating in projects.
- 8.** Every team member is responsible for creating a team environment so we can meet the needs of our patients, clients, and each other.
- 9.** Every team member is responsible for supporting our uncompromising levels of cleanliness.

## The practice basics

- 10.** Never lose a client. We are all responsible for the client's satisfaction. Whoever receives a complaint will own it and resolve it to the client's satisfaction.
- 11.** Smile. We are always on stage. Maintain good eye contact. Use appropriate vocabulary. Say, "Thank you," "I would be happy to," "It would be my pleasure," or "May I?"
- 12.** Be an ambassador for the practice, and speak positively about the place you work. Communicate concerns with your manager. We want to know.
- 13.** We are here to help pets and owners. They are never a bother or an imposition.

## The practice basics

- 14.** Escort clients to the reception area or to an exam room as a courtesy. Do not point the way or give directions.
- 15.** Use good phone etiquette: Answer the phone within three rings, ask before you put a client on hold, and use the client's name whenever possible.
- 16.** Take pride in your appearance. Everyone is responsible for presenting a professional image for the practice.
- 17.** Think safety first. Be aware of all safety rules.