

A BONUS FOR VETERINARY CLINICS AND THEIR CLIENTS

P2P Limited has funded the development of a sophisticated and comprehensive high-end loyalty programme in Computer Fanatics Limited's (CFL) existing Vetlink^{SQL} software programme to be utilised in veterinary clinics in both New Zealand and Australia.

Research has consistently shown that a comprehensive loyalty programme operating in a business can help encourage repeat consumer patronage to that business. However, a loyalty programme needs to be carefully constructed with comprehensive and achievable rewards combined with a transparent point accumulation system to help drive consumer sales. Without these attributes, the consumer will be wary and not participate thus defeating the schemes purpose.

Existing loyalty schemes have two major issues that can be disconcerting to a clinic contemplating introducing a loyalty programme. The first issue is the cost of administration and maintenance and the second is the cost of the 'middle man.' Some loyalty schemes can be difficult to execute from the clinics, clients or suppliers perspective, while others have a 'middle man' who wants to profit from managing the programme. Both of these issues increase the cost to the clinic as well as the suppliers, and reduce the discount that can be passed onto the client. This may result in a clinic's decision to forgo having a loyalty programme. The ingenuity of the Bonus Points scheme is that it costs nothing for Vetlink^{SQL} users to put into practice. This reduces the risk for current users and it makes Vetlink^{SQL} an attractive option for clinics who are thinking about implementing or upgrading their computer system. Furthermore it makes it very simple for suppliers to participate directly on a one to one basis with clinics to help grow their business.



CFL recognised this burgeoning consumer desire to be rewarded for 'shopping exclusively' with a particular business and while the existing Vetlink^{SQL} software programme had a basic loyalty system incorporated in the software, CFL identified that an upgrade was necessary to remain competitive within the market. CFL worked with P2P Limited to develop a comprehensive, corporate quality, Bonus Points system that has been integrated into the Vetlink^{SQL} software programme with a seamless integration to the clinics website for client interaction.

Clinics can have their own personalised key tags which double as client identification and clinic branding. Clients check point totals online with an integrated clinic web site or there is the option for clients to receive corporate quality professional statements detailing the accumulating points total and their upcoming expiry in 1, 2 and 3 month alerts. Integrating the Bonus Points system from the front desk right through to the clinics web site has made the Vetlink^{SQL} Bonus Points system easy to use for both clinics and clients alike, making it the ideal system to operate in today's modern veterinary clinics.

P2P Limited has undertaken a major investment in integrating this system to the "WEB" for CFL clients. All Vetlink^{SQL} clients are able to upgrade to this comprehensive deluxe loyalty system, free of charge, making it widely accessible for veterinary clinics, regardless of size.

P2P Limited is working with clinics and suppliers in the veterinary industry in the area of web application, marketing strategy and facilitation. The goal of this initiative is to create an end to end solution and put power back into the hands of the clinic and the supplier to negotiate and implement a customised loyalty programme.