

Case Study: Veterinary Business Development, UK 60% user growth with the chatbot app developed by nmodes

Challenge

VBD is increasing its online presence. The business was growing rapidly and, with ready-made access to every veterinary surgeon in the UK through their proprietary database, online expansion was the logical next step.

The immediate goal was to increase online awareness and improve lead qualification process through the use of the online automated conversation solution (chatbot).

Solution

First, nmodes spent time with VBD marketing manager Hamzah Malik making sure he understands the business capabilities offered by a conversational AI (chatbot) solution. We wanted to ensure that VBD can leverage conversational AI power in the most efficient way. We carefully went through VBD business requirements and designed a unique conversational flow specifically tailored to the needs of the veterinary community.

Then, we created and trained the chatbot, and launched Vet Times mobile app in late spring 2018. The company's marketing strategy emphasizes the importance of providing real-time support to veterinary professionals in the field. The difficulty, due to the nature of this industry, is in the ability to deliver round the clock service. With the help of nmodes chatbot Hamzah has been able to automate the support process and make it available 24/7. The quality of the basic service went up allowing Hamzah's team to concentrate on adding new high-end features to their value proposition.

The flexible nature of nmodes solution means that the users now get support on the variety of topics, including drug availability, terminology and veterinary advice, latest news in the veterinary space and more.

' nmodes team were tasked with making a veterinary chatbot. I can unreservedly say that nmodes has delivered beyond expectations, and was an absolute pleasure to work with. The team is talented, astute, punctual and maintained a sense of professionalism at all times. nmodes team turned around work well before deadlines, and I'm thrilled at the final result, which is of a very high calibre. I would highly recommend Sasha and his team at nmodes for any AI/chatbot product.'

Hamzah Malik
Digital Marketing Manager
Veterinary Business Development Ltd

Results

In the first two months, the Vet Times app has been downloaded 2,500 times.

Over the past 30 days, 60% of our users have returned to the app which is amazing. On the company's website, currently 20% of the users return which is huge difference.

705 users have visited the app two times in the past month and spent 3.03 each session on the app. 110 users have visited the app every day over a month, and spent 1.53 each day.



www.vbd.co.uk

Veterinary Business Development serves veterinary surgeons and other professionals in the UK and worldwide.