



THRIVE Affordable Vet Care  
Client since: September 2019

## Delivering Stellar Patient Experience Across 85 Locations

THRIVE Affordable Vet Care is a multi-location veterinarian practice with more than 85 locations. THRIVE knows that over 40% of animals are unseen by medical professionals and they strive to reduce the barriers and be the top choice for pet owners. They focus on efficiencies and streamlining processes to reduce costs so they can offer unprecedented value to their clients.

Before BirdEye, THRIVE was using two different systems for reviews and surveys- ReviewTrackers and SurveyMonkey. The practice was not satisfied with either solution. ReviewTrackers was far too simple for reviews management, while SurveyMonkey did not allow the practice to dive into survey data the way the practice wanted to. THRIVE began looking for a single platform that could help them address both their needs, was more robust and customizable.

THRIVE needed a software that could track overall experience across all of its different locations so patients and owners could expect the same stellar quality no matter where they went. THRIVE realized that BirdEye was the perfect software because it allowed them to get in-depth feedback from both reviews and surveys- all in one easy-to-use platform.



“BirdEye provides intelligible insights to our teams so they can slice and dice survey and user-submitted review data based on our custom location hierarchy and actively ensure clients continue to bring their pets to THRIVE.”



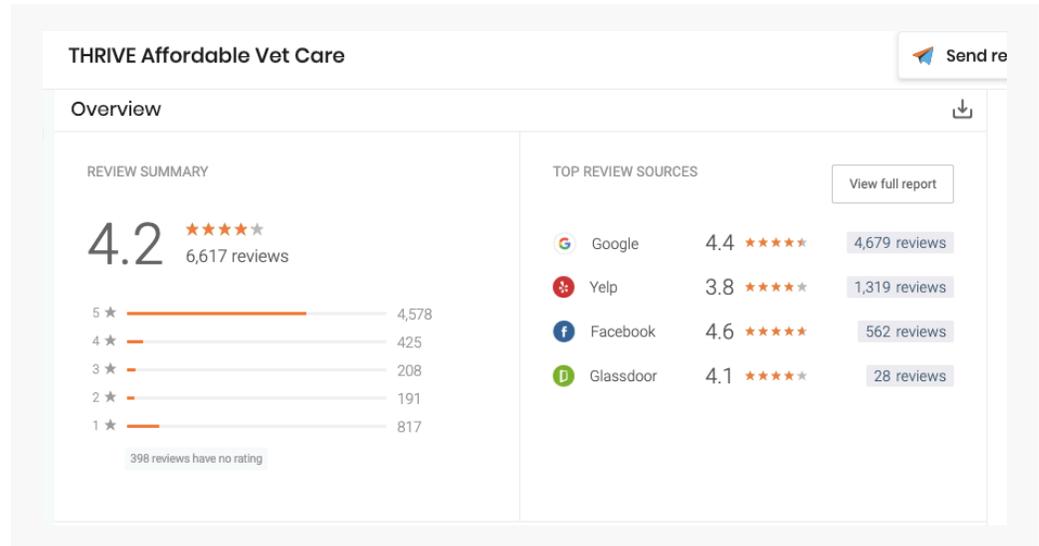
**Benjamin Trotter**

VP Marketing at THRIVE Affordable Vet Care

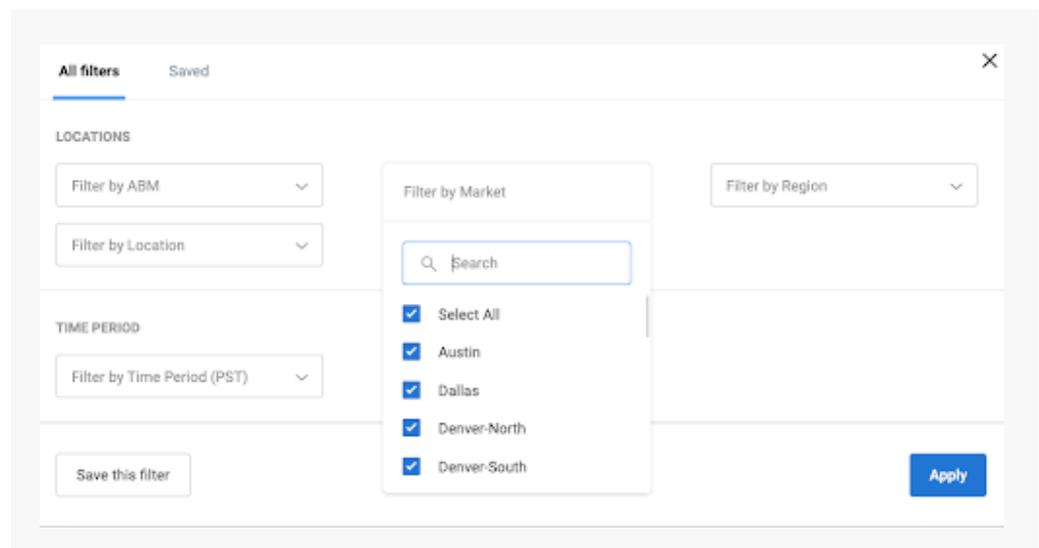


# Monitoring Reviews with BirdEye

THRIVE uses BirdEye to monitor reviews from all over the Internet within the dashboard. THRIVE can see how patients are rating their practices on different sites, including Google, Facebook and Yelp.



Since THRIVE has so many different locations, team members keep a close eye on each one to make sure that the same fantastic patient experience is being delivered all over the country. With BirdEye, THRIVE can easily sort through every one of its locations.





BirdEye reports allow THRIVE to visualize review data. THRIVE uses BirdEye to see how reviews changed over time, by location, and by market.

**THRIVE Affordable Vet Care**

Review reports ▾ Campaign reports ▾

Reviews & rating	Relative location rank	Average response time	NPS reports	Tag
Over time ✓	Within all locations	Over time	Over time	Over time
By source	Within region	By location	By location	By count
By location	Within market	By owner	By region	By location
By region	Within abm		By market	
By market			By abm	
By abm				
Leaderboard				
Visitor report				

## Responding to Reviews

With BirdEye, THRIVE can easily respond to reviews from all over the Internet. All the staff member has to do is leave a response on the BirdEye dashboard. The response then appears on the site where the review was originally posted.

**BIRDEYE** THRIVE Affordable Vet Care Send review invite

Overview  
Reviews  
Surveys  
Campaigns  
Reports  
Insights  
Competitors  
Settings  
Account

Refer BirdEye Get \$200 →

**L N Yates** ★★★★★ February 20, 2020 - #0444 Great Hills Trail

Very attentive to the patients and their families.

Kylie Wood replied on Google Feb 20, 2020 08:26 AM (PST)

Thank you for the amazing review L N ! We are happy to hear you were pleased with our care & we look forward to seeing both you and your pet again soon!

Actions ▾ Edit reply

**Hannah Rush** ★★★★★ February 20, 2020 - #2719 Durham

Dr. Jordan is the best vet we've ever had. She is so dedicated to providing thorough care for our two dogs, Nellie and Bigby. She has a passion for making sure animals feel calm and comfortable, and you can tell she really cares about each of her patients. My sheltie has been having skin issues for years, and she is the only vet who has been able to actually heal her! Amazing. My mix breed boy has struggled with anxiety for years as well, and she... more >

Kylie Wood replied on Google Feb 20, 2020 06:24 AM (PST)

Thanks for taking the time to review your experience at THRIVE! Our aim is providing quality care like you experienced for all pets and pet owners alike!

Actions ▾ Edit reply



# Customized Surveys

With BirdEye, THRIVE can send customized surveys where they can measure overall experience. BirdEye surveys allow THRIVE to dig in data by market, city, and state.

1. Considering your most recent experience with THRIVE, how likely would you be to recommend our services to a friend or colleague?\*

Not at all likely Extremely likely

0 1 2 3 4 5 6 7 8 9 10

○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

2. Please rate us on the following attributes.\*

Strongly Disagree Strongly Agree

Professionalism	1	2	3	4	5
Customer service	1	2	3	4	5
Quality of service	1	2	3	4	5
Affordability	1	2	3	4	5
Wait Time	1	2	3	4	5

THRIVE area managers can then use this feedback to find possible areas for improvement. The BirdEye dashboard allows them to view survey responses and view data by different locations.

You have 13989 responses 📄 🔍 Customize table view

Overall Score <span>📄</span>	Responded On <span>▼</span>	Contact Name	Location <span>▼</span>	Consider
9.7	Feb 27, 2020	[REDACTED]	#1680 Omaha	10
10.0	Feb 27, 2020	[REDACTED]	#1466 Humble	10
10.0	Feb 27, 2020	[REDACTED]	#1114 Santee	10
9.4	Feb 27, 2020	[REDACTED]	#0596 Escondido	9
9.7	Feb 27, 2020	[REDACTED]	#0585 Pasadena	10



# BirdEye Insights

Surveys aren't the only product that THRIVE uses to improve patient experience. THRIVE also uses BirdEye insights. These insights use Natural Language Processing to comb through online reviews, giving grades on different categories. Area managers can use this data to pinpoint problems in patient experience.

**THRIVE Affordable Vet Care** Send

Locations Categories Topics Snippets

**Performance by category**

Service/Experience	A	8111
Quality	B+	2427
Office/Location	A	1808
Price	A	1142
Wait Time	B	300

**Service/Experience** All time

Sentiment **A** Mentions **8111**

**Most mentioned keywords** Positive

1. staff	6. everyone
2. vet	7. visit
3. care	8. person
4. experience	9. doctor
5. service	10. veterinarian

**Locations**

[Redacted]	A+
[Redacted]	A+

[See all snippets of Service/Experience](#)

THRIVE uses BirdEye insights to see what owners are mentioning in reviews- and whether these categories are being mentioned in a positive or negative context.

**INSIGHTS OVERVIEW**

Categories		Positive topics	
Service/Experience	A	Friendly Staff	417
Quality	B+	Great Experience	169
Office/Location	A	Affordable Price	153
Price	A	Great Care	146
Wait Time	B	Reasonable Price	130



THRIVE uses BirdEye to see how different locations are performing on each one of these different categories. If a location is underperforming, an area manager can take steps to immediately remedy the problem.

The screenshot shows a BirdEye dashboard for 'THRIVE Affordable Vet Care'. At the top right, there is a 'Send re' button. Below the header, there are navigation tabs for 'Locations', 'Categories', 'Topics', and 'Snippets'. The main section is titled 'Performance by Location' and shows a table with 6 columns: 'Location', 'Overall', 'Office/Location', 'Price', 'Quality', and 'Service/Exper...'. The table contains 12 rows of data, with a tooltip 'Sentiment A+, 14 Mentions' appearing over the 'Price' column of the 5th row.

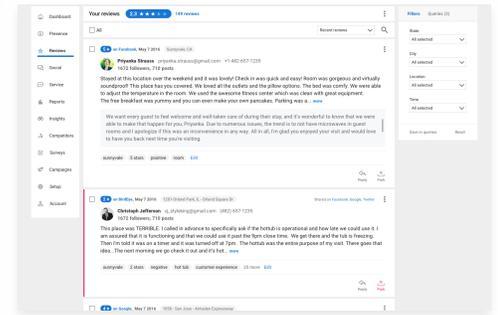
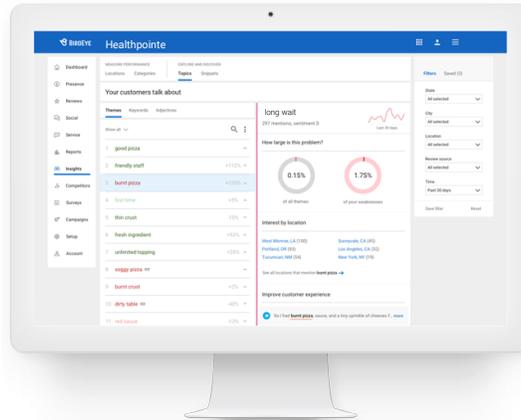
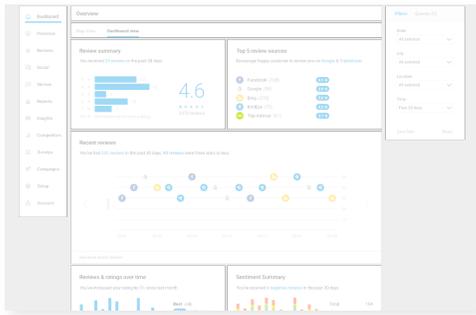
Location	Overall	Office/Location	Price	Quality	Service/Exper...
[Redacted]	B+	A+ 4	A 3	B+ 10	B+ 24
[Redacted]	B+	B+ 49	A+ 23	B+ 56	B+ 184
[Redacted]	B	B 30	A 17	B+ 51	B 178
[Redacted]	B+	A+ 19	A+ 14	B 29	B+ 121
[Redacted]	B+	B+ 28	A 22	B+ 48	B+ 180
[Redacted]	B+	A+ 20	A+ 9	B+ 38	B+ 109
[Redacted]	A	A+ 12	A+ 2	A 12	A 49
[Redacted]	-	-	-	-	-
[Redacted]	B+	A 4	B+ 6	B 8	B+ 27
[Redacted]	B+	B 3	B+ 5	B+ 6	A 18
[Redacted]	B+	A 13	A+ 6	B+ 31	B+ 92
[Redacted]	B+	A 42	A 12	A 53	B+ 156

## Improving Patient Experience with BirdEye

With BirdEye, THRIVE can now keep a close eye on patient feedback across all of its 80+ locations. Now, THRIVE doesn't need to focus on maintaining two different platforms for reviews and surveys- team members can focus on delivering value.



# About BirdEye



BirdEye is a SaaS platform reimagining the way customer feedback is used to acquire and retain connected customers by closing the loop between business reputation and customer experience. The BirdEye platform captures real-time customer feedback, ratings and sentiment across every channel — review sites, social media, and surveys.

With BirdEye's tools, businesses can engage in every step of the customer journey, establish a positive online presence, and benchmark performance across locations and against competitors.

In today's reputation economy, BirdEye provides the eyes, ears and algorithms necessary to create a stand-out customer experience that pleases a digital consumer society reliant on instant gratification.

To see the BirdEye platform in action, visit [birdeye.com/scan-business/](https://birdeye.com/scan-business/)

To learn more, go to [birdeye.com](https://birdeye.com) or call toll-free #1-800-561-3357.



# BirdEye features

The platform that drives your customers to become your marketing engine, out of the box.

## Listings

Fix your business listings on 50+ sites and boost SEO with a custom microsite for each business location displaying your best reviews and up-to-date business information.

## Review generation

Easily get new reviews from your happy customers on sites like Google and Facebook via automated real-time emails or text messages.

## Review monitoring

Monitor all your reviews from 150+ sites in real-time, from one place. Track progress with detailed reports of reviews and ratings over time, by source, and by location.

## Review management

Receive real-time new review alerts and respond instantly to all feedback from one place to solve problems before they become problems.

## Review marketing

Maximize the power of happy customer voices. Auto-promote your best reviews on your website, blog, search engines, and social pages like Facebook and Twitter.

## Social

Monitor, post, and engage with customers across blogs, forums, news sources, and social media networks - all in one place.

## Webchat

Convert every incoming chat from a website visitor into a text message conversation. Interact with prospects anytime, from anywhere to convert website clicks into customers.

## Ticketing

Resolve problems proactively. Assign support tickets to reviews and social comments. Track issue resolution and measure employee performance with detailed service reports.

## Insights

Identify the root causes driving sentiment for reviews, social media comments and survey responses. Turn insights into actions that drive meaningful results.

## Benchmarking

Get the same insights into your competitors' customers that you have for your own. Benchmark strengths and weaknesses and identify opportunities to capture market share.

## Surveys

Easily design custom surveys that engage customers in real-time. Measure customer experience, employee satisfaction, conduct market research, and more.