



Fugu

CASE STUDY

**DRIVING CUSTOMER LOYALTY AND SALES
THROUGH PERSONALIZED AI ENGAGEMENT**

Overview

About the Client: Greenfield Veterinary Clinic

Greenfield Veterinary Clinic is a multi-doctor small animal practice serving a growing suburban community. Known for its compassionate care and strong client relationships, the clinic offers preventative care, diagnostics, and surgical services for dogs and cats.

Despite a loyal client base, Greenfield sought to improve appointment adherence, increase preventative care compliance, and drive more consistent follow-up visits. Partnering with Fugutech, the clinic implemented AI-powered, personalized messaging to strengthen communication with pet owners and improve overall engagement.



Challenge

Greenfield Veterinary Clinic faced several common industry challenges:

- Missed appointments and last-minute cancellations impacting daily revenue
- Low compliance for preventative care (vaccines, dental cleanings, wellness exams)
- Difficulty re-engaging inactive clients
- Traditional reminders (calls, emails) generating low response rates

The clinic needed a more effective and personal way to communicate with pet owners while maintaining efficiency for their front desk team.

Solution:

Fugutech implemented its AI-driven messaging platform to deliver personalized, human-like SMS outreach to pet owners.

Messages featured a realistic AI avatar of the clinic's lead veterinarian, creating a more personal and trustworthy experience. Outreach included:

- Appointment reminders and confirmations
- Post-visit follow-ups
- Preventative care reminders (vaccines, check-ups, dental care)
- Re-engagement messages for inactive clients

The system integrated with the clinic's existing software, automating communication while ensuring messages were timely, relevant, and personalized to each pet and owner.

Results:

Fugutech's personalized messaging drove measurable improvements across key areas:

Open Rate:

96%+ SMS open rate, significantly outperforming traditional email and call-based reminders

Appointment Compliance:

Reduced no-shows and cancellations, leading to more consistent daily scheduling

Client Engagement:

Substantial increase in responses from pet owners, improving communication and trust

Revenue Growth:

Higher uptake in preventative services, including wellness exams, vaccines, and dental procedures

Client Retention:

Improved reactivation of inactive clients and stronger long-term relationships

These results led to:

- More predictable daily revenue
- Increased lifetime value per client
- Stronger emotional connection between clinic and pet owners

- Improved operational efficiency for staff

Key Takeaways

This case study demonstrates how veterinary clinics can improve both patient care and business performance through proactive, personalized communication.

By leveraging Fugutech's AI-driven platform, Greenfield Veterinary Clinic created a more engaging and human experience for pet owners—resulting in higher compliance, stronger relationships, and increased revenue.

Performance Highlights

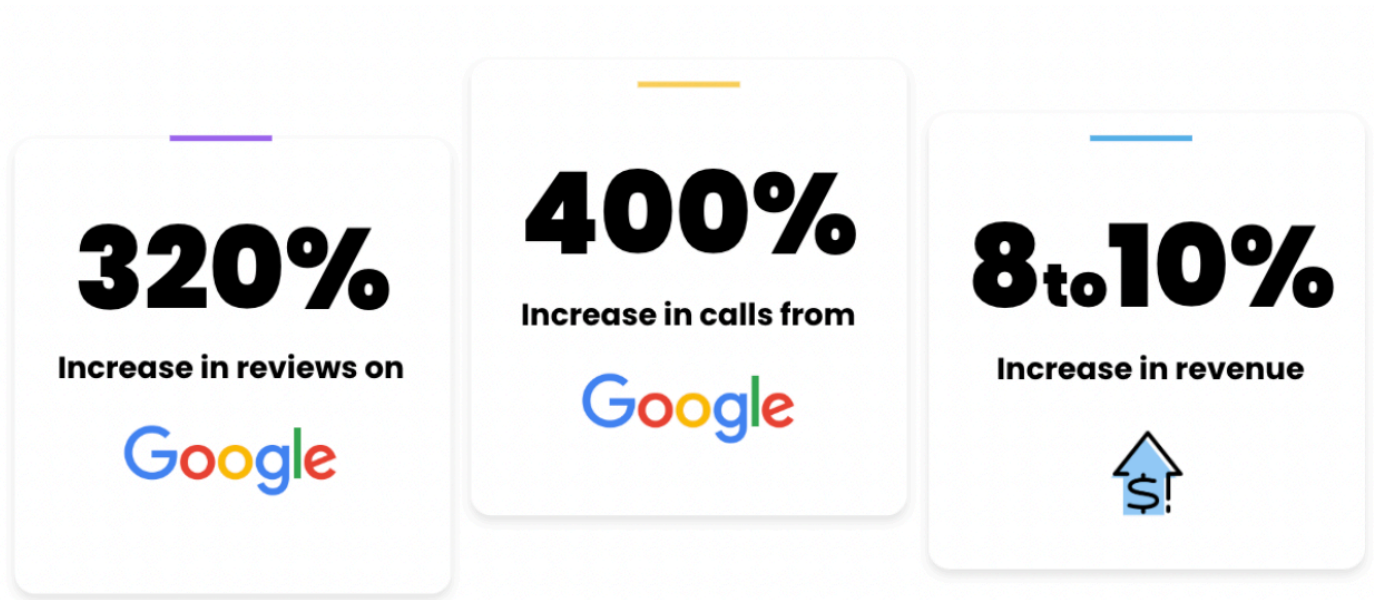
280% Increase in Client Engagement

96% SMS Open Rate

18% Increase in Preventative Care Visits

Average results across Fugutech clients





**average results across all of Fugutech*

Conclusion

This case study highlights how veterinary practices can transform client communication using automation and personalization.

With the right strategy, clinics can reduce missed appointments, improve pet health outcomes, and drive meaningful business growth—all while delivering a better client experience.

Contact Information

For any questions or clarifications, please reach out to the project lead:

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