

FILE 01 / 09 Prepared for multi-site veterinary operators

The revenue is already *inside* your *clinics*.

An operating playbook for **multi-site veterinary groups** — how Fugu turns missed follow-ups, silent lapses, and invisible reputation into booked appointments, recovered prevention revenue, and local search dominance.

CASE FILE	
PATIENT	The 20+ site vet group
PRESENTING	Silent revenue loss
VITALS	38% lapsed • 15% no-show • 18% overdue
REFERRAL	Fugu – AI SMS autopilot
PLAN	9-page operating brief
SIGNED	Irvine, CA • 2026

RX • TURNKEY

95%+

DIAGNOSIS • 2026

Three silent *revenue leaks* are draining your group.

In a 20-site group, your front desk is working harder than ever — and losing more than ever. Every leak below is quiet, habitual, and already priced into your monthly P&L.

01 THE PREVENTION GAP

High-margin preventive care that's overdue and never re-booked.

Dentals, senior panels, vaccine boosters — the services with the strongest margin are the ones your team has the least time to chase.

~22%

OF ACTIVE PATIENTS CARRY AN OVERDUE RECOMMENDATION

02 THE NO-SHOW COST

Exam rooms that can't be recovered after 24 hours.

A 15% no-show rate across 20 sites is a seven-figure leak. Email reminders open at 18%. Your schedule doesn't wait.

15%

WEEKLY NO-SHOW RATE, MULTI-SITE BENCHMARK

03 THE SILENT ATTRITION

Clients who didn't churn — they just stopped coming back.

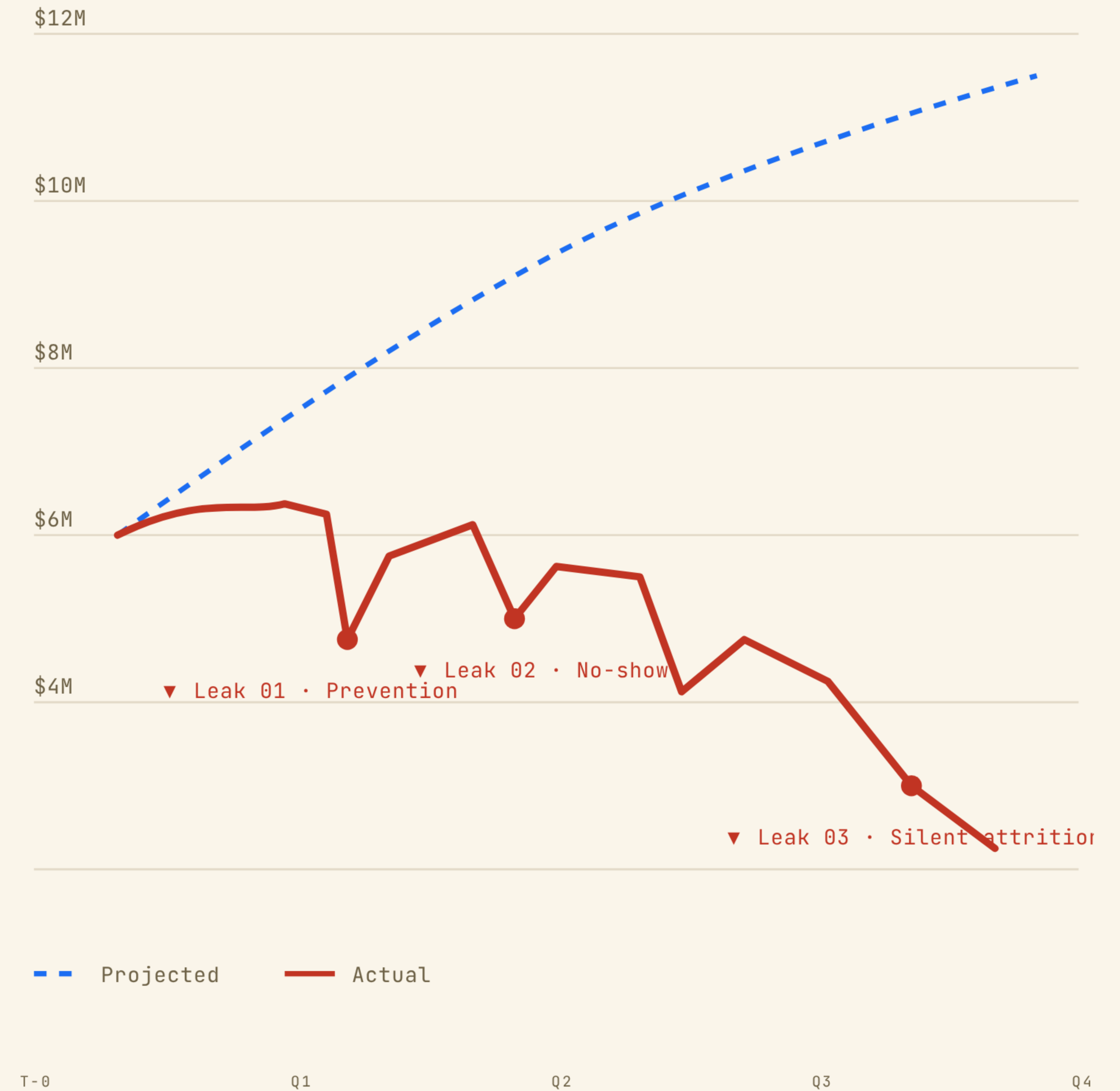
Not unhappy. They moved, got busy, forgot. Eighteen months later they're somebody else's patient. The handoff never showed up on a report.

38%

OF LAPSED CLIENTS CITE NO REASON BEYOND "IT SLIPPED MY MIND"

REVENUE CURVE • 20-SITE GROUP • T-12 MONTHS

▼ LEAK STAGE 3



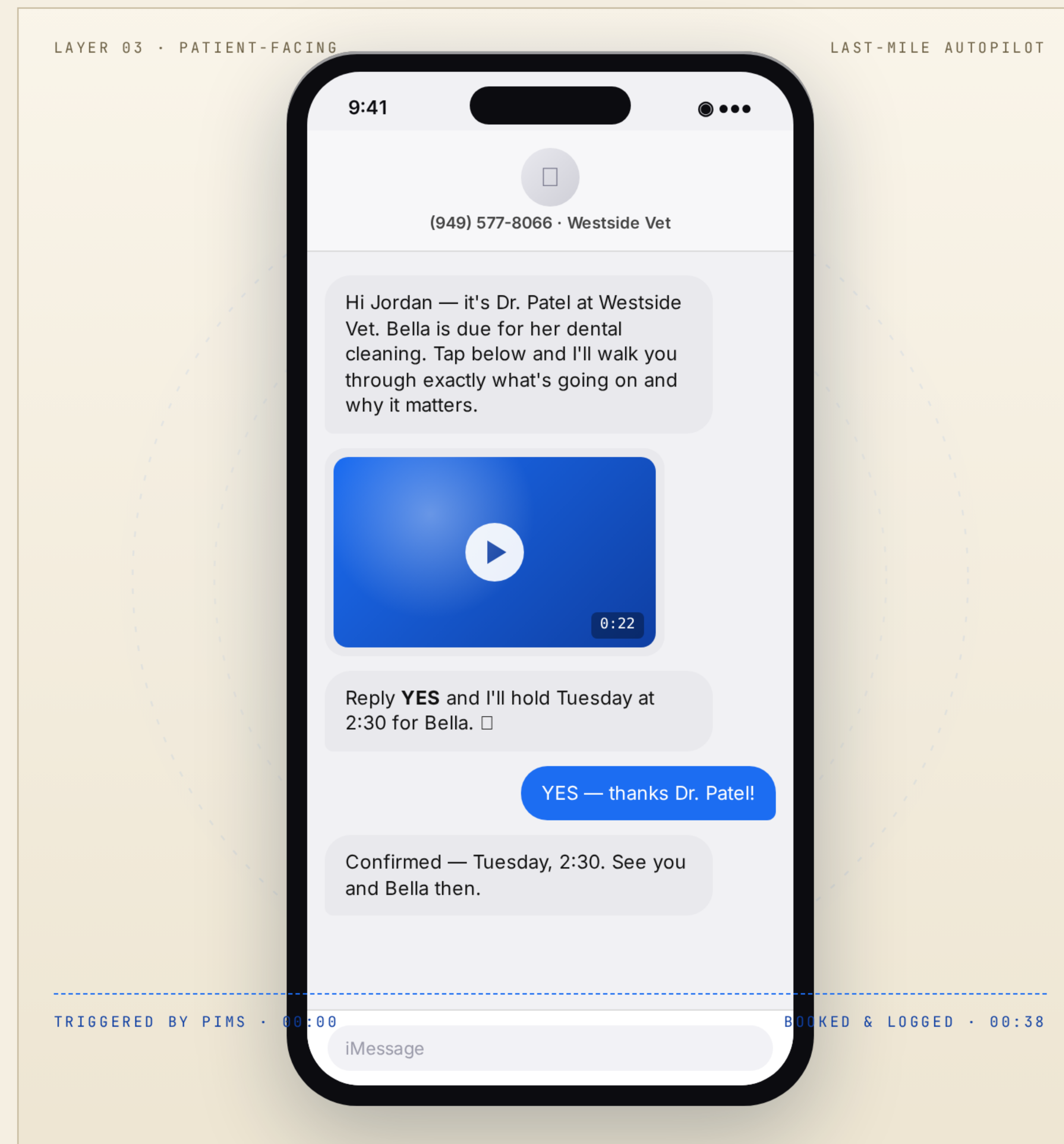
INTERVENTION • MEET FUGU

Fugu is the *AI layer* between your PIMS and your patient's phone.

One platform. Infinite personalization. Zero extra work for the front desk.

Fugu plugs directly into your practice management software, detects the missed-revenue event, generates a hyper-personalized video from your own technician's AI likeness, and delivers it by SMS — where attention actually lives. The client taps. The client books. The room fills.

Turns declined & overdue into booked & done — without adding a single headcount.



ENGINE 01 OF 02

Eliminating *follow-up friction.*

Traditional outreach is ignored. Fugu intercepts pet owners where their attention actually lives — the only inbox they open every time: their text messages.

METRIC	TRADITIONAL TACTICS	THE FUGU ENGINE	DELTA
<p>OPEN RATE</p> <p>Reach</p>	<p>15–20%</p> <p>Email · generic · mostly archived</p>	<p>95%+</p> <p>SMS · personal · instantly surfaced</p>	<p>+5×</p> <p>Attention</p>
<p>STAFF EFFORT</p> <p>Labor</p>	<p>High</p> <p>Front-desk hours · outbound calls</p>	<p>Zero</p> <p>PIMS-triggered · fully autopilot</p>	<p>-100%</p> <p>Headcount</p>
<p>PERSONALIZATION</p> <p>Voice</p>	<p>Generic</p> <p>"Dear pet owner" · placeholder fields</p>	<p>Hyper-specific</p> <p>Pet name · clinician · visit context · video</p>	<p>1:1</p> <p>At scale</p>
<p>RESPONSE RATE</p> <p>Booking</p>	<p>< 5%</p> <p>Booked from the outreach itself</p>	<p>61%</p> <p>Direct booking inside the thread</p>	<p>+12×</p> <p>Conversion</p>

Five times the attention. Twelve times the booking. *Zero* additional headcount.

SOURCES

- SMS OPEN-RATE, US CARRIERS, 2024
- FUGU PLATFORM TELEMETRY, ROLLING 12 MO.
- INDUSTRY EMAIL BENCHMARK, MAILCHIMP 2024

THE OPERATIONAL DIVIDEND

Automating follow-ups doesn't just recover revenue. It *rescues your team.*

Three numbers your COO will care about. Every one of them is labor you stop spending and attention you start capturing.

REACH • OUTBOUND

95%+

CONVERSION • RESPONSE

61%

LABOR • FRONT DESK

74%

Consistently recover lost service revenue *without adding a single phone call* to your team's plate.

ENGINE 02 OF 02

Driving new pet-owner *acquisition.*

Fugu doesn't just plug leaks; it builds an organic flywheel of new clients. Every delighted visit becomes a five-star review. Every review compounds your local search rank. Rank drives visits. The wheel turns itself.

ILLUSTRATIVE CASE · COMPOSITE

COMPOSITE

A 12-site veterinary group in the Southeast · 6-month Fugu rollout.

SITES

12

FOOTPRINT

Southeast, US

DEPLOYMENT

6 months

INTEGRATION

PIMS-native

i.

PRESENTING

Strong clinical reputation among active clients. Invisible online presence. Star rating 4.2, well below the 4.6 median for top-quartile multi-site groups. New-patient growth flat for three consecutive quarters.

ii.

INTERVENTION

Fugu deployed across all 12 locations. Every completed visit auto-generated a personalized video review request — sent by text within 90 minutes, voiced by the attending technician's AI likeness. No staff workflow change.

iii.

OUTCOME AT 6 MONTHS

+328%

Increase in total Google reviews, across all 12 locations.

4.2 → 4.8

Star rating achieved. Group moved into top quartile.

+154%

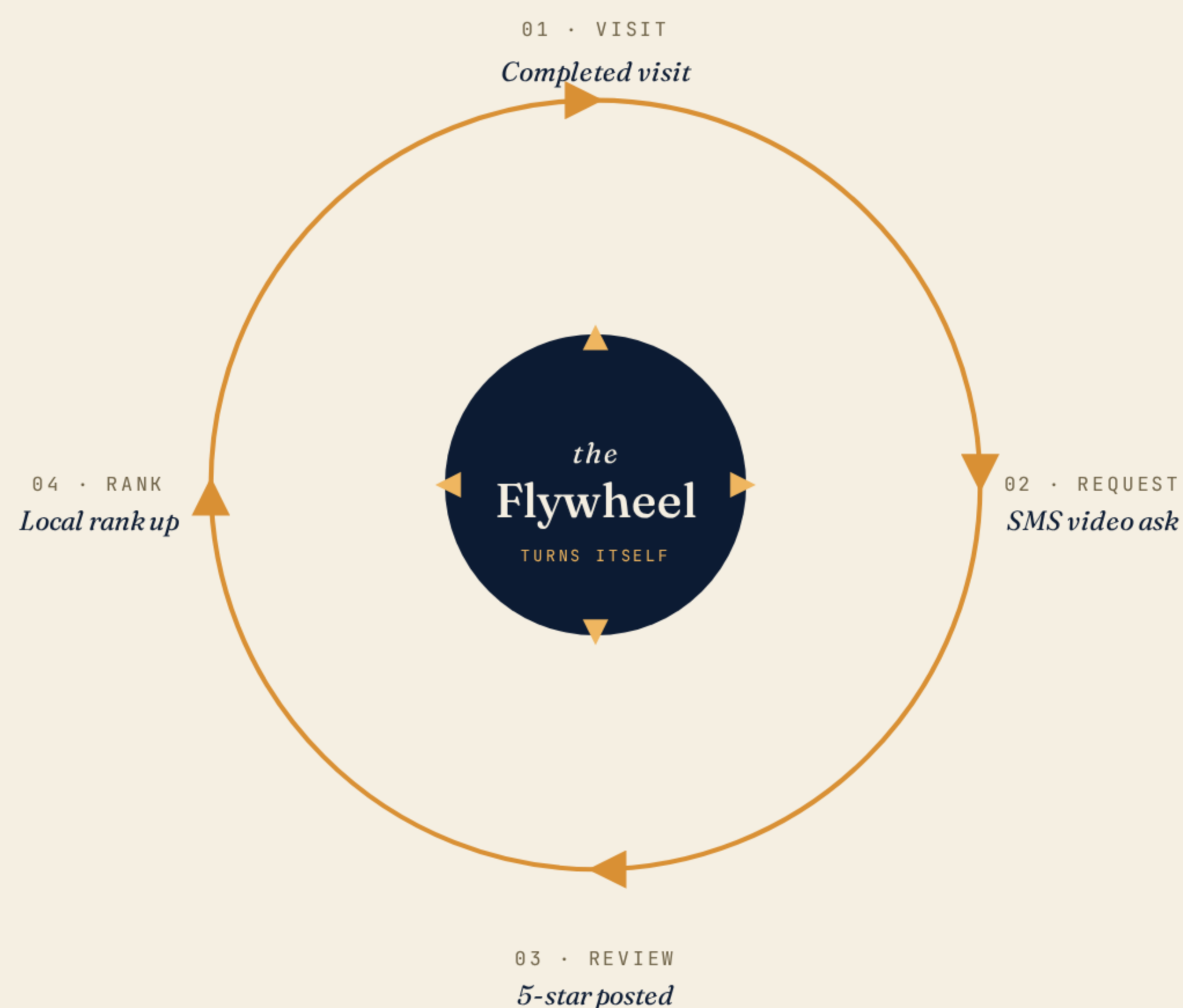
New-client growth driven by organic local search.

Composite case drawn from aggregate Fugu customer performance across analog verticals (multi-site dental, clinical, local-service). Veterinary-specific validation program ongoing, Q2 2026. Not a reference account.

MECHANISM • THE FLYWHEEL

How 5-star reviews compound into *local dominance*.

Every automated video review request starts a wheel that doesn't stop turning. Each rotation lowers your cost per new pet owner and raises the floor under your weakest site.



+328% REVIEWS • VOLUME
Total Google reviews across 12 locations, 6 months in.

4.8 ★ RATING • ACHIEVED
Star rating, up from 4.2 — into the top quartile.

+154% GROWTH • ORGANIC
New-client growth via local search — no ad spend lift.

Automated, personalized video requests yield *5x* the industry-average review response rate — and Google's ranking algorithm notices.

DEPLOYMENT • TURN IT ON, LET IT RUN

The *3-step* autopilot.

100% PIMS-compliant. Integrates with the practice management stack you already run. Turn it on once. Let it run forever.

STEP 01 • TRIGGER



The *Trigger*

Pet owner misses an appointment or declines a recommended service. Fugu auto-triggers the moment the event posts in your PIMS — no staff input required.

LATENCY < 30 SEC

STEP 02 • ENGINE



The *Engine*

AI composes a hyper-personalized video — pet name, clinician likeness, visit context, suggested action — in seconds. Script, voice, face, delivery window: all automated.

BUILD TIME < 60 SEC

STEP 03 • CAPTURE



The *Capture*

Text delivered. 95%+ open. Pet owner replies "Yes." Fugu confirms the slot, writes back to the PIMS, and logs the booking. The room gets filled. No one picked up a phone.

HUMAN TOUCHES ZERO

No human effort required beyond this point.

THE CLOSE

Zero risk. *All upside.*

Automate your follow-ups. Dominate your local search. Rescue your front desk. Do it on a 30-minute working session, on our dime.

Book a 30-minute working session.



THE FUGU PLEDGE

If we don't show you a clear path to **3x ROI** on our demo, we'll buy your team lunch. No pitch, just value.

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HQ

Irvine, California

NEXT STEP – EMAIL US AND OUR TEAM WILL REPLY WITHIN ONE BUSINESS DAY TO SCHEDULE A WORKING SESSION AND WALK YOUR GROUP THROUGH EXACTLY HOW FUGU CAN DRIVE REVENUE BACK INTO YOUR CLINICS.