Hillcrest Animal Hospital
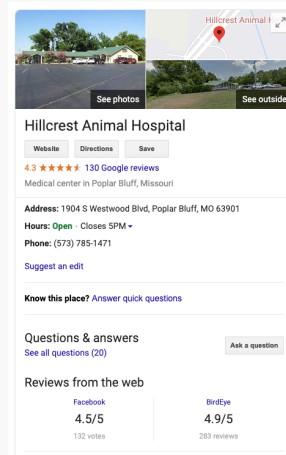Client since: September 2019

#1 on Google Search Results, Increased Reviews, and Numerous New Monthly Clients

Hillcrest Animal Hospital is a full-service animal hospital and pet hotel in Poplar Bluff, Missouri. Despite being in business for over 30 years, having two doctors and a busy practice, Hillcrest Animal Hospital's online reputation did not reflect their true client experience. They weren't sending review requests, which meant that only unhappy clients left reviews to vent. The management of Hillcrest Animal Hospital knew that most of their clients had a great experience with them and were happy. They needed to find an easy way to ask happy clients for reviews and fix their online reputation. Becoming a BirdEye software user solved all of their online reputation management needs.

Since starting with BirdEye in September 2019, Hillcrest is now showing up 1st on the Google search results despite tough competition in their area. With almost a 70% increase in reviews and a massively improved online reputation, they are now attracting more clients than ever before. With the help of BirdEye, they now receive consistently positive reviews and high rankings, which has resulted in more than 20 new monthly clients, who after receiving great patient experience, become repeat clients.

Hillcrest Animal Hospital

"Everyone has a phone, everyone Googles everything. When Google puts you #1, clients are going to come to you. We're seeing a minimum of 20 new patients a month since we started using BirdEye in September 2019. BirdEye makes us the obvious choice in town now. And all of this with very little effort from staff."

Amanda Knight
Supervisor

Hillcrest Animal Hospital

Website | Directions | Save

4.3 ★★★★★ 130 Google reviews
Medical center in Poplar Bluff, Missouri

Address: 1904 S Westwood Blvd, Poplar Bluff, MO 63901
Hours: Open · Closes 5PM ▾
Phone: (573) 785-1471

Suggest an edit

Know this place? Answer quick questions

Questions & answers   Ask a question
See all questions (20)

Reviews from the web

Facebook	BirdEye
4.5/5	4.9/5
132 votes	283 reviews

Staying connected with patients

Hillcrest Animal Hospital uses BirdEye to interact with patients in the patients' preferred method — text messaging. They use the BirdEye app to respond to messages from patients. If a patient texts in, they now have the ability to respond easily back via the BirdEye app or dashboard. With the Facebook integration, BirdEye app also allows them to easily keep up with all their incoming FB messenger messages, all in one place.

Hillcrest Animal Hospital

"BirdEye messenger makes responding to our clients much easier. Personally, I do not like to talk on the phone or to wait on hold just to get the answer to a quick question. And I know I am not the only one who feels this way. With BirdEye's messenger, clients can send us their questions and I can answer them either from my cell phone or desktop. This way clients get a quick response and I am able to respond to them while also waiting on other clients."

Amanda Knight
Supervisor

Okay I talk to Autumn and she said to go ahead and order it and she will approve it. We have him at a lighter weight in the computer, that's why it was declined. She also said she tried calling you and couldn't get through.

Sounds good!! I haven't gotten any phone calls, but could have missed one I guess. Thank you!

Since starting with BirdEye in September 2019, Hillcrest Animal Hospital's Net Promoter Score (NPS), has gone up. NPS helps gauge the loyalty of the hospital's client relationships, which means more happy clients!

Increased Rating and Reviews

BirdEye also helps Hillcrest Animal Hospital manage their negative reviews conveniently. They now have a platform where they can easily respond to

reviews — both positive and negative in a timely fashion and help resolve issues before they escalate.

While many software had bits and pieces of what they wanted, only BirdEye had everything they needed on one platform: Listings, Surveys, Reviews, Reporting. They signed up with BirdEye and the lab technicians started sending out review requests after appointments. Since they see a lot of repeat patients, the customization and ability to set thresholds for their repeat clients come in handy. Sending automated review requests and using a single dashboard to select or all contacts with just a click, makes sending review requests an easy process.

Hillcrest Animal Hospital

"BirdEye is now an essential part of our marketing and client experience strategy. The reviews are being put out there regardless. People are looking online, whether you are asking for them or not. So being able to ask clients proactively for their feedback helps get our true reputation out there."

Amanda Knight
Supervisor

Increased use of surveys

One of Hillcrest Animal Hospital's favorite BirdEye products is the surveys. Besides getting reviews and increasing their rating and visibility online, they now also survey their patients to get feedback on things such as wait time and overall experience. Hillcrest Animal Hospital sends out custom patient surveys to collect feedback. This feedback from surveys has played a critical role in the building of their new clinic that is now underway. They are now confident that the new clinic will meet all their clients' needs.
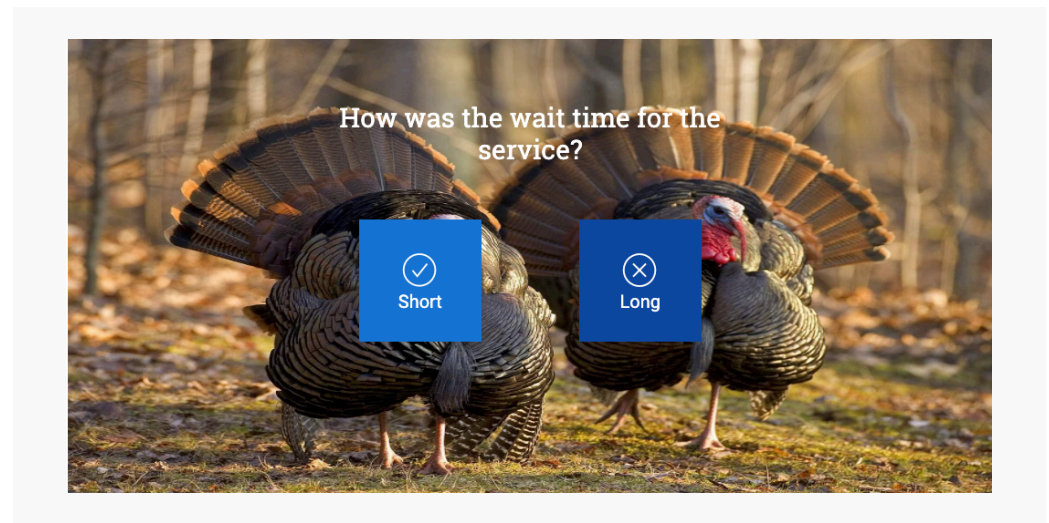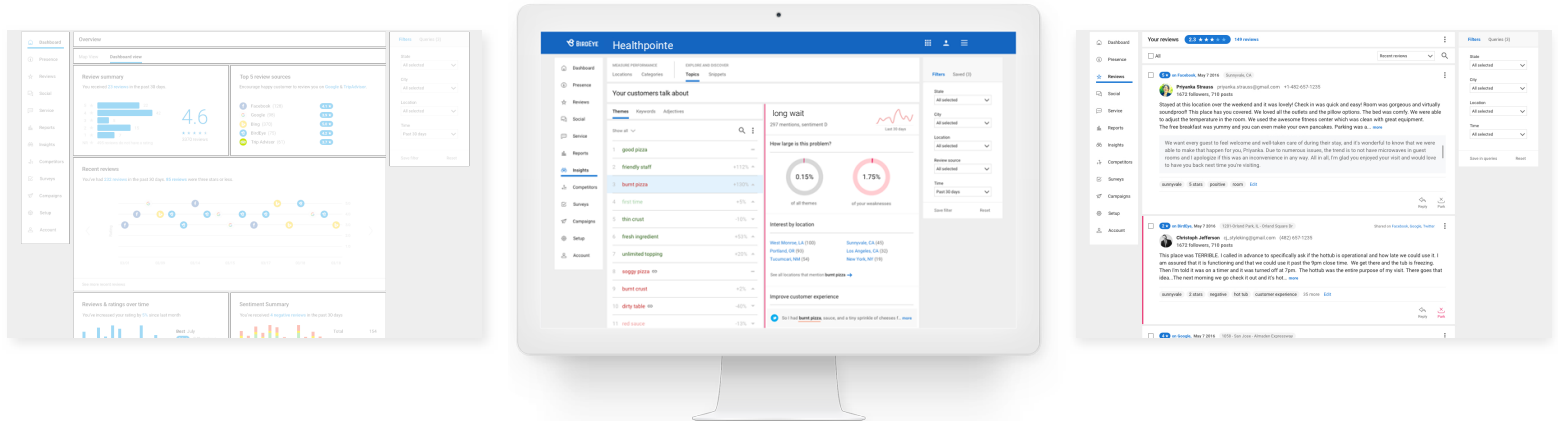

Drive Growth with BirdEye

With BirdEye, Hillcrest Animal Hospital is now interacting with clients more effectively, collecting more reviews, and growing business.

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/
To learn more, go to 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 250+ 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, Twitter and Google+.

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.