



In addition to postcards and email, text messages are an easy and affordable way to reach your clients



**Text messages can help your practice avoid no-shows and cancellations, fill slots on slow days, and boost your profits. How? Consider the following:**

- **99%** of texts get read, and **98%** of texts are read within 3 minutes of receiving them.
- **91%** of people keep their cell phones within 3 feet of them at all times.
- **73%** of cell phone owners send and receive texts at least occasionally, so practically everyone knows how to text.

That all means if you send a text message to a pet owner, it's virtually guaranteed that they're going to read it.



#### **How can you use texting?**

Here are just a few examples of how texting can help keep you closely connected to your clients:

- Appointment reminders
- General reminders for specific services
- New products and special-offer promotions
- Recommended tips for keeping pets healthy
- Birthday rewards program
- Last-minute appointment openings
- Surveys about their experience



#### **IDEXX Neo's texting capabilities**

Neo™ helps you free up valuable time by automatically texting your clients directly from within the software. After you've subscribed, you will determine during setup how and when your clients should receive text messages. Text credits can be purchased directly in Neo in multiples of 100 for \$9.00.

Hey Linda,  
Colby has an appt with  
Dr. Mayer this Thurs @ 2PM.



# Getting started with Neo's built-in text communications is simple

## Set up and customize

The 'Add New Reminder' form includes fields for Name (Feline Vaccination), Email Form (BF Feline Vaccination Reminder), and SMS Form (BF Feline Vaccination Reminder). It also features an 'Automatic Reminder Settings' toggle (checked) and a 'Send Method(s)' section with options for SMS and Email, each with a time and frequency selector.

Setting up texts is simple, and Neo comes with a robust variety of templates that can be used as is or customized to fit your practice's needs.

## Manage and send

The 'SMS Manager' interface shows a list of messages ready for approval. It includes tabs for 'Ready to Approve', 'Outbox', 'Sentbox', and 'Account Balance'. A search bar allows filtering by date range (From 1-Sep 2015 to 2-Oct 2015). Below, a table lists recipients with columns for 'Recipient', 'Phone', and 'Message'. A sample message is shown for Mr. Daniel Costanza regarding a vaccination reminder.

Easily manage the sending of texts from the Administration page. This is also where you can buy additional text packages.

## Send texts directly from the appointment screen



See the benefits of Neo™ in action at [idexxneo.com](http://idexxneo.com)

Strengthen the bonds.™