# VCA Online Survey

## Intro

### Your opinions are important to us! Please help us to serve you and your pets better by answering a few questions about your recent visit to VCA. This survey will take about 5 minutes of your time.

## Overall Sat

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#### Overall, how satisfied were you with your most recent visit to your VCA Animal Hospital?\*

( ) 7 - Very Satisfied

( ) 6

( ) 5

( ) 4 - Neither Satisfied nor Dissatisfied

( ) 3

( ) 2

( ) 1 - Very Dissatisfied

## Likely to Recommend

#### How likely would you be to recommend your VCA Animal Hospital to friends or family?\*

( ) 0 - Not at all likely ( ) 1 ( ) 2 ( ) 3 ( ) 4 ( ) 5 - Neutral ( ) 6 ( ) 7 ( ) 8 ( ) 9 ( ) 10 - Extremely Likely

## Return Intention

#### How likely are you to bring your pet to your VCA Animal Hospital for his/her next veterinary visit?\*

( ) 7 - Very likely

( ) 6

( ) 5

( ) 4 - Neither likely nor unlikely

( ) 3

( ) 2

( ) 1 - Very unlikely

## Scheduling

#### How much do you agree or disagree with the following statements about scheduling your most recent appointment?\*

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **7 - Strongly Agree** | **6** | **5** | **4** | **3** | **2** | **1 - Strongly Disagree** | **Not Applicable** |
| The person who scheduled my appointment was friendly | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| \*It was easy to schedule an appointment | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| There were convenient appointment times available | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |

## Surprises

**Page exit logic:** New Page Logic Action**IF:** Question "Would you describe your overall experience during your last visit as positive or negative?" #5 is one of the following answers ("Negative experience") **THEN:** Jump to [page 8 - Negative Surprises](#Page7)

#### Would you describe your overall experience during your last visit as positive or negative?\*

( ) Positive experience

( ) Negative experience

( ) Both a positive and a negative experience

## Positive Surprises

**Page exit logic:** New Page Logic Action**IF:** Question "Would you describe your overall experience during your last visit as positive or negative?" #5 is one of the following answers ("Positive experience") **THEN:** Jump to [page 10 - Staff Questions](#Page9)

### What about your most recent visit made it a *****positive***** experience?

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## Negative Surprises

### What about your most recent visit made it a *****negative***** experience?

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## Manager Contact

#### Would you like to have someone from VCA contact you to discuss your concerns with your last visit?\*

( ) Yes

( ) No

## Staff Questions

#### How much do you agree or disagree with the following statements about the hospital and staff during your last visit to your VCA Animal Hospital?\*

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **7 - Strongly agree** | **6** | **5** | **4** | **3** | **2** | **1 - Strongly disagree** | **Columns in DB Table name = survey\_data** |
| The hospital atmosphere was welcoming. | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) | HOSPITAL\_ATMOSPHERE |
| The staff was friendly. | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) | STAFF\_FRIENDLY |
| The staff seemed prepared for my visit. | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) | STAFF\_PREPARED |
| I was kept informed about how long it would be until I would see the veterinarian or veterinary technician. | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) | STAFF\_PREPARED |

## Seen by vet or vet tech

**Page exit logic:** New Page Logic Action**IF:** Question "When you brought your pet to your VCA Animal Hospital most recently, were you seen by a veterinarian, a veterinary technician, or were you seen by both?" #10 is one of the following answers ("I was seen by the veterinary technician only.") **THEN:** Jump to [page 13 - Vet tech grid](#Page12)

#### When you brought your pet to your VCA Animal Hospital most recently, were you seen by a veterinarian, a veterinary technician, or were you seen by both?\*

( ) I was seen by the veterinarian only.

( ) I was seen by the veterinary technician only.

( ) I was seen by both the veterinarian and the veterinary technician.

( ) I'm not sure.

## Vet grid

**Page exit logic:** New Page Logic Action**IF:** Question "When you brought your pet to your VCA Animal Hospital most recently, were you seen by a veterinarian, a veterinary technician, or were you seen by both?" #10 is one of the following answers ("I was seen by the veterinarian only.","I was seen by both the veterinarian and the veterinary technician.","I'm not sure.") **THEN:** Jump to [page 14 - Hospital checkout grid](#Page13)

#### Thinking about the veterinarian and the care of your pet during your last visit to your VCA Animal Hospital, how much do you agree or disagree with the following statements?\*

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **7 - Strongly agree** | **6** | **5** | **4** | **3** | **2** | **1 - Strongly disagree** |
| The veterinarian was knowledgeable about my pet's health needs. | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| The veterinarian communicated with me clearly, in terms that I could understand. | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| My pet was well taken care of during my visit. | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |

## Vet tech grid

#### Thinking about the veterinary technician and the care of your pet during your last visit to your VCA Animal Hospital, how much do you agree or disagree with the following statements?\*

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **7 - Strongly agree** | **6** | **5** | **4** | **3** | **2** | **1 - Strongly disagree** |
| The veterinary technician was knowledgeable about my pet's health needs. | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| The veterinary technician communicated with me clearly, in terms that I could understand. | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| My pet was well taken care of during my visit. | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |

## Hospital checkout grid

#### How much do you agree or disagree with the following statements related to the wrap up of your last visit to your VCA Animal Hospital?\*

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **7 - Strongly agree** | **6** | **5** | **4** | **3** | **2** | **1 - Strongly disagree** |
| I was given clear instructions for caring for my pet at home. | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| I know what to expect in terms of the cost of my pet's next visit. | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| I know what my pet needs to have done during his/her next visit. | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| The checkout process was efficient. | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| VCA offers payment options that meet my needs (e.g. Care Credit, Pet Insurance, etc.). | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| VCA charges fair prices given the quality of services they provide. | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |

**Page exit logic:** Complete**IF:** Question "VCA charges fair prices given the quality of services they provide." **THEN:** Flag response as complete



## Gift Cards

Next, we would like to ask a few questions about a potential new offering at VCA, particularly Gift Cards.

#### These cards would be good for [INSERT SERVICES GIFT CARD IS REDEEMABLE FOR]

#### How likely would you be to purchase a VCA Gift Card that you could give to friends and family?

( ) Very Likely

( ) Likely

( ) Neutral

( ) Unlikely

( ) Very Unlikely

( ) I'm not sure

**Please share any comments you have about this potential new offering.**

[OPEN-END TEXT BOX]

**Page entry logic:** This page will show when: Question "Would you like to have someone from VCA contact you to discuss your concerns with your last visit?" #8 is not one of the following answers ("Yes")

## Privacy

At VCA, your privacy is important to us! Currently your personal information, including your name and pet's name, are not associated with your survey responses.

#### How would you like for us to treat the feedback you gave your VCA Animal Hospital?

( ) Keep my responses anonymous

( ) Provide my name and pet's name to my VCA Animal Hospital along with my responses, while understanding that I do not want not be contacted

## Thank You!

### Thank you very much for taking our survey!