



Busy Veterinary Practice takes advantage of a new approach to web solutions delivery

BACKGROUND

Shinfield Vets are a Royal College of Veterinary Surgeons Accredited Practice based in Alstonby, Berkshire who have been providing veterinary services in the area for over 40 years. The practice like most has a very busy schedule of booked and emergency treatment cases, however unlike many practices in the UK they offer a very flexible opening schedule for their customers. Weekday opening runs from 7:40 to 20:00 with full day opening at weekends and bank holidays. With just 2 closed days per year the practice team certainly have very little time to focus on important customer facing operations such as their website or social media platforms.

Clinic Director Dr Andy Williams was keen to refresh the practice website to provide an easy to navigate summary of services, background on the team and to offer customers an online booking facility. Andy had considered options ranging from traditional web agencies through to self-service web hosting solutions which touted the promise of very low monthly costs. Each of these approaches presented pitfalls which were overcome by the 'as-a-service' model offered by Plexus.

NAVIGATING THE TRUE COSTS OF DESIGN

Andy approached several web design agencies for initial quotations all of which returned high up front development fees with ongoing updates and maintenance charged on a per-project basis. None of the design portfolios presented were particularly appealing to Andy which left him nervous about committing to a high capital investment without full confidence in the end result.

An alternative to the traditional agency approach to building a commercial website can be found in the numerous 'DIY' web hosting services which offer a fixed term contract with a low advertised monthly cost. Andy also looked at several of these options, however, although these solutions offered templates and web page building tools, there would be a significant amount of time required to build a visually appealing and functional website. This was time which Andy and his team did not have available outside of their busy veterinary schedules.



Client Profile

Company Name:

Shinfield Vets

Location:

Alstonby, Reading, Berkshire

Year Founded:

1977

Website:

www.shinfieldvets.co.uk

Number of Employees:

10+

Key Activities:

Full range of veterinary and pet healthcare services.

Specialisations:

Pet surgery, dentistry, cardiology, ophthalmology, acupuncture and laboratory work.

Digging deeper into the 'DIY' web design options, Andy found that in order to include features such as contact forms and online booking facilities he would require several 'bolt-ons' raising the monthly subscription way above the advertised starting price of these basic web solution packages.

FINDING THE BEST OF BOTH WORLDS

Andy had received a marketing communication from Plexus which outlined a contract-free approach to web solution delivery, without high up front development costs, but with ongoing updates included in a fixed monthly subscription.

Despite sounding too good to be true, Andy contacted the Plexus team for an informal chat regarding his website requirements. Plexus provided Andy with links to a range of completed customer web designs and worked with Andy to develop a bespoke solution proposal that would meet his needs.

In addition to the radical new web solution delivery model, Andy particularly liked the fact that Plexus were not solely focused on the aesthetics of web design like many traditional agencies. Instead they combine this with an in-depth understanding of the marketing techniques that are available to ensure that a new website attracts visitors and delivers both the client and their customers added value.

Andy and the Shinfield Veterinary team received a fresh modern website design including all of the functionality they required, with the added bonus that they can tap into other marketing or integration services from Plexus as required.

Andy was very satisfied in finding a top class web solution delivered with a contract-free low cost monthly subscription, certainly the best of both worlds.

“We are very pleased with the quality of our new website and the ease of working with the Plexus team. I highly recommend them if you want a web solution that delivers results”

Dr Andy Williams, Clinic Director, Shinfield Vets Pet Healthcare Clinic.

