

## THE ULTIMATE CLIENT EXPERIENCE

### HALF-DAY WORKSHOP

Presented by Midmark Academy  
4 HOURS\* RACE® CE



The Ultimate Client Experience is a dynamic and interactive workshop developed for client-facing teammates. It provides a personalized and tailored experience that aligns with the unique needs of your practice. Why is this interaction important? Your Client Care Team is the first and last point of contact when clients call or visit your practice. This team is essential in creating a positive experience for clients and their pets.

### PRE-WORKSHOP ASSESSMENT

Prior to the workshop, a customer experience expert will spend two hours observing client interactions, allowing them to customize the workshop for the needs of your practice. Using engaging, interactive and fun exercises, your instructor will address every touchpoint from your client's perspective including the first impression from the parking lot to warm welcome, ambience, communication, seamless workflow and effective visit conclusion.

### ACTIVITIES + TOPICS INCLUDE:

**Teamwork:** Build and maintain trust and open communication in your practice.

**Effectiveness:** Develop problem solving skills and promote creativity.

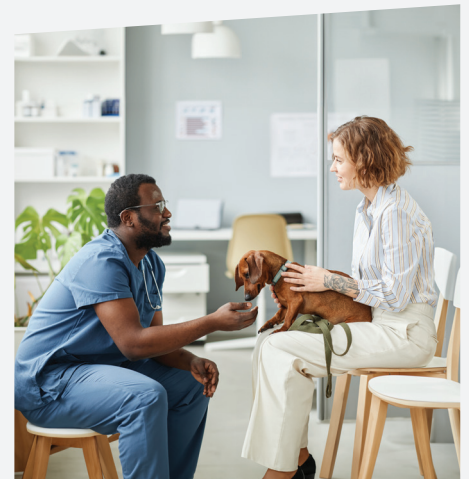
**Adaptability:** Manage your challenging clients.

**Experience:** Travel the client journey and the moments that matter.

**Culture + Language:** Explore the subtle differences of your customers' experiences.

**Empathy:** Serve with understanding and appreciation for differing points of view.

**First Impressions:** Understand the lasting impact of the Client Care Team.



**Course: 002-1640-35**

### IMPACT OF WORKSHOP:

- Improved client retention and growth
- Greater compliance and successful patient care outcomes
- Higher team engagement and reduction in turnover
- Enhanced job satisfaction

To learn more about The Ultimate Client Experience or to register for your session, email [Midmark-Academy@midmark.com](mailto:Midmark-Academy@midmark.com).

[midmarkacademy.com](https://midmarkacademy.com)

RACE is a registered trademark of the American Association of Veterinary State Boards.

\*This program has been approved for 4 hours of continuing education credit in jurisdictions that recognize RACE approval.

Prices vary for clinics located outside the Contiguous United States.

© 2024 Midmark Corporation, Versailles, Ohio USA  
007-10506-00 Rev B1 (8/24)