

Veterinary client survey

Your name is not needed unless you would like a call back. Tell us about today's visit with your pet: there are no right or wrong answers.

Date

Vet seen (optional)

For each statement, tick one box from 1 (strongly disagree) to 5 (strongly agree).

1 What did your pet come in for?

- ☐ Wellness exam or vaccines ☐ Sick or injured ☐ Surgery or dental ☐ Recheck or follow-up
☐ Something else

STATEMENT	STRONGLY DISAGREE					STRONGLY AGREE				
2 Booking this appointment was easy.	1	2	3	4	5					
3 We were seen close to our appointment time.	1	2	3	4	5					
4 The team handled my pet gently.	1	2	3	4	5					
5 The vet listened to my worries about my pet.	1	2	3	4	5					
6 The vet explained what they found in words I understood.	1	2	3	4	5					
7 I knew the likely cost before treatment started.	1	2	3	4	5					
8 I left with a clear plan for my pet's care.	1	2	3	4	5					
9 The reception team made us feel welcome.	1	2	3	4	5					

10 If one thing could have gone better, what was it?

- ☐ Nothing, it all went well ☐ The wait ☐ The cost ☐ How my pet was handled ☐ The explanations
☐ Something else

11 How likely are you to recommend our clinic to a friend with a pet?

Not at all likely 0 1 2 3 4 5 6 7 8 9 10 Extremely likely

12 What is one thing we could do to make your pet's next visit better?

Thank you. Your answers are anonymous.

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Optional questions (1 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

Estimates and cost

13 Before treatment, were you given an estimate?

- ☐ Yes, in writing ☐ Yes, spoken only ☐ No ☐ No treatment was needed

STATEMENT	STRONGLY DISAGREE					STRONGLY AGREE				
14 The vet talked me through more than one option.	1	2	3	4	5					
15 The final bill matched what I expected.	1	2	3	4	5					

16 Did cost change any decision about your pet's care today?

- ☐ No ☐ Yes, we chose another option ☐ Yes, we put something off ☐ Prefer not to say

Cats and nervous pets

17 How did your pet seem during the visit?

- ☐ Relaxed ☐ A little nervous ☐ Very nervous ☐ Hard to say

STATEMENT	STRONGLY DISAGREE					STRONGLY AGREE				
18 The team asked how my pet copes with vet visits.	1	2	3	4	5					
19 The waiting area felt calm for my pet.	1	2	3	4	5					

20 Which one change would make vet visits easiest for your pet?

- ☐ Going straight to a room ☐ A quieter time of day ☐ Tips for the carrier or car ☐ A home visit
☐ Nothing, visits go fine

New clients

21 How did you first hear about us?

- ☐ A friend or family member ☐ Online search ☐ Online reviews ☐ Social media
☐ We moved nearby ☐ Another vet

22 What mattered most when you chose us?

- ☐ Location ☐ A recommendation ☐ Reviews ☐ An appointment soon ☐ Services we needed
☐ Price

STATEMENT	STRONGLY DISAGREE					STRONGLY AGREE				
23 Registering as a new client was quick.	1	2	3	4	5					

Optional questions (2 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

After surgery or a dental

STATEMENT	STRONGLY DISAGREE				STRONGLY AGREE
24 Before the procedure, I knew what would happen and why.	1	2	3	4	5
25 Someone updated me on the day of the procedure.	1	2	3	4	5
26 The home care instructions were easy to follow.	1	2	3	4	5
27 How is your pet recovering so far?					
☐ Better than I expected ☐ As I expected ☐ Slower than I expected ☐ I am worried					
28 Since coming home, have you needed to call us with a question?					
☐ No ☐ Yes, and got a quick answer ☐ Yes, and had to wait ☐ I wanted to but did not					
29 How has giving the take-home medicine gone?					
☐ Easy ☐ Some trouble ☐ We could not give it ☐ No medicine was sent home					

About you and your pet

30 Which pet is this visit about?

☐ Dog ☐ Cat ☐ Rabbit or small pet ☐ Bird or reptile ☐ Other

31 How old is your pet?

☐ Under 1 year ☐ 1 to 6 years ☐ 7 to 10 years ☐ 11 years or older ☐ Not sure

32 How long have you been bringing pets here?

☐ This was our first visit ☐ Under a year ☐ 1 to 5 years ☐ Over 5 years

Optional questions (3 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

After a pet's death

STATEMENT	STRONGLY DISAGREE				STRONGLY AGREE
33 The team explained each step before it happened.	☐	☐	☐	☐	☐
34 We had as much time with our pet as we needed.	☐	☐	☐	☐	☐
35 Our pet was treated with dignity.	☐	☐	☐	☐	☐
36 When would you have preferred to settle the bill?					
☐ Before, so we could focus ☐ Afterwards ☐ It did not matter ☐ Not sure					
37 Is there anything that would have made that day easier?					

Thank you. Your answers are anonymous.

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