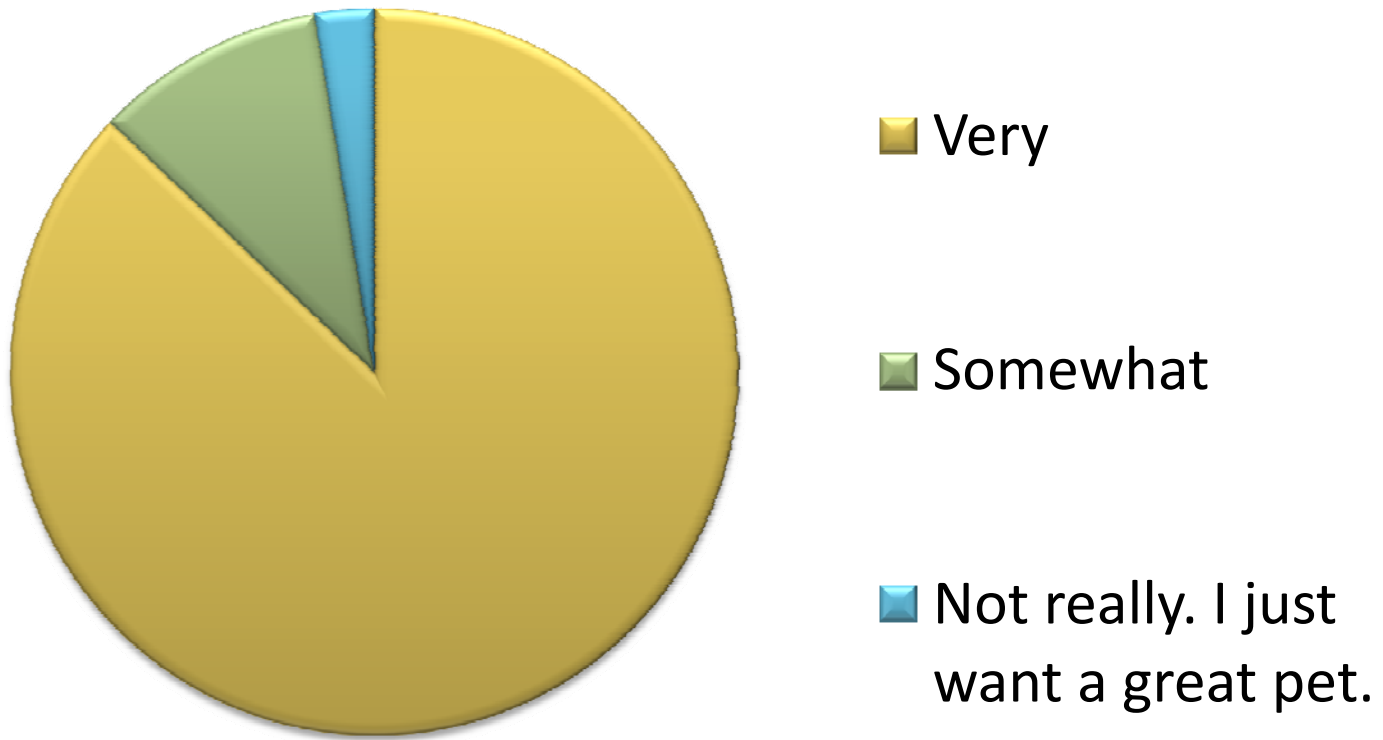


# Customer Relations – an essential part of creating a no kill community

Betsy Saul, Founder, [Petfinder.com](http://Petfinder.com)

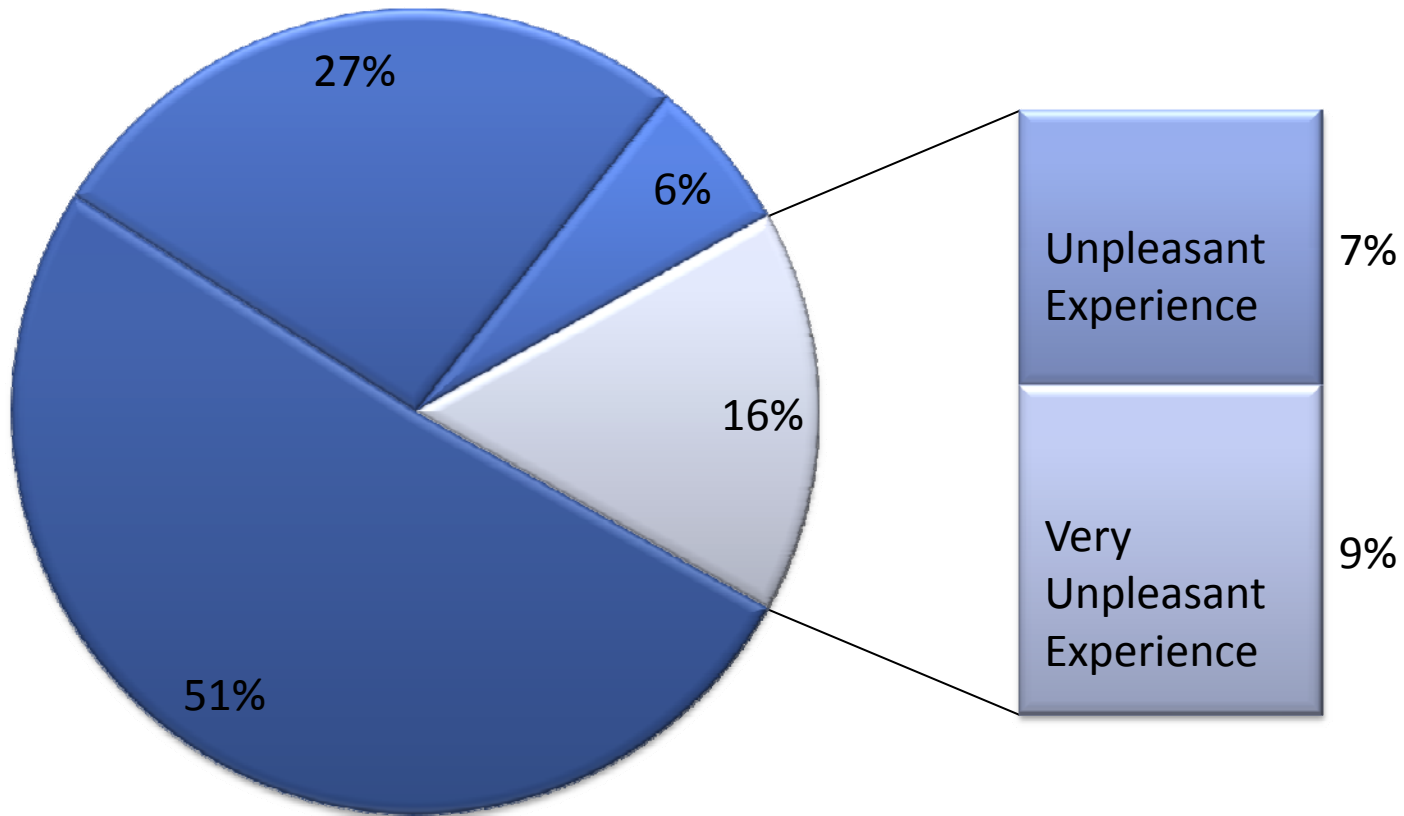
# Results overview

**How committed are you to adoption/rescue  
(as opposed to getting a pet from a pet store or breeder?)**

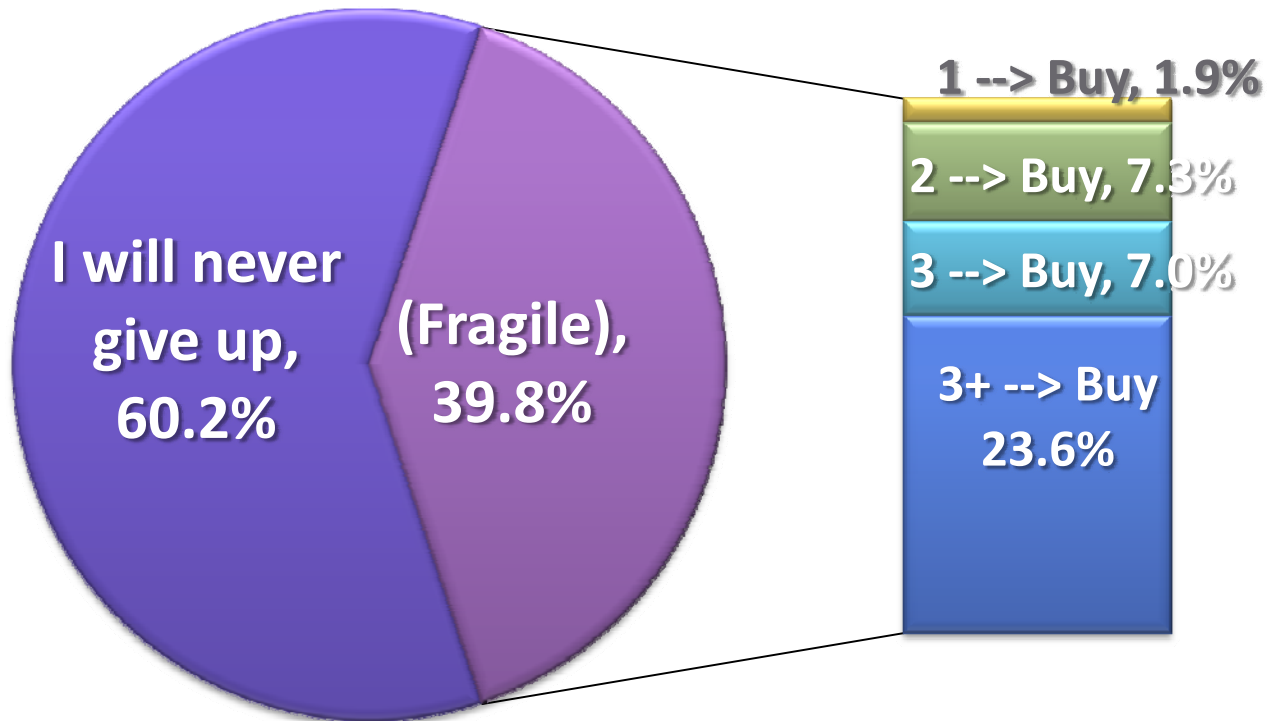


# What has been your experience with the adoption process?

- Very positive and happy
- Mostly positive and Happy
- I haven't had an experience yet



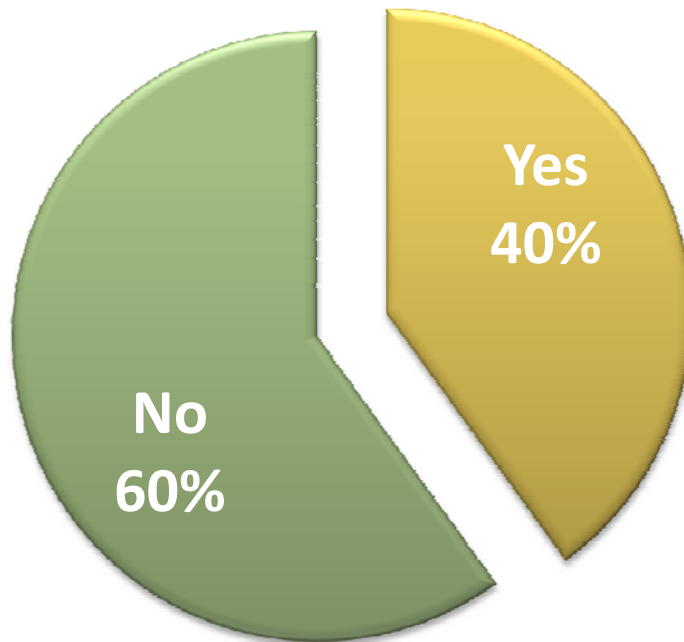
**How many times will you try to adopt before you would consider going to a pet store or breeder?**



Even among a population of 97.3% committed to adoption, response time matters

# Implications of unresponsiveness

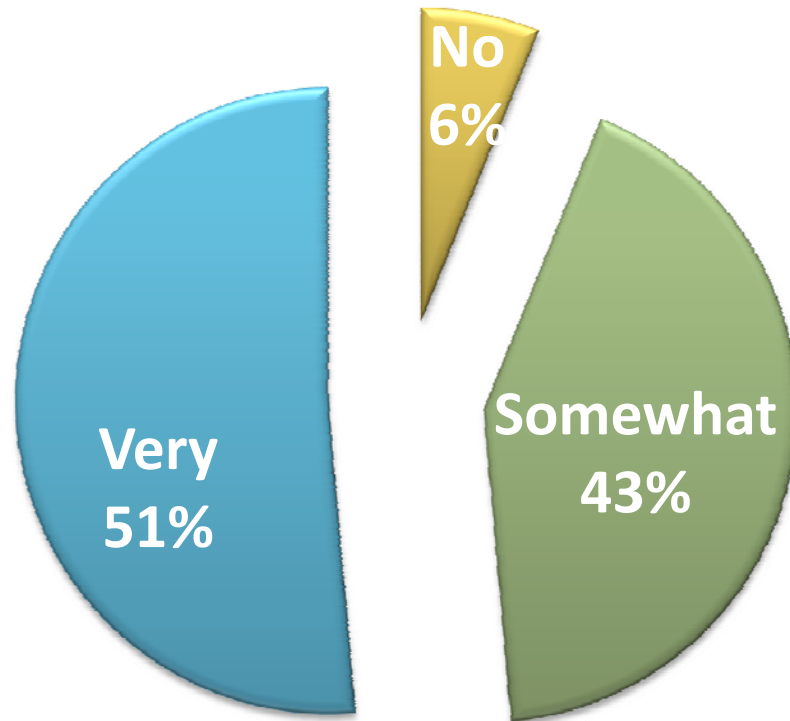
Have you ever contacted an adoption group and received no reply?



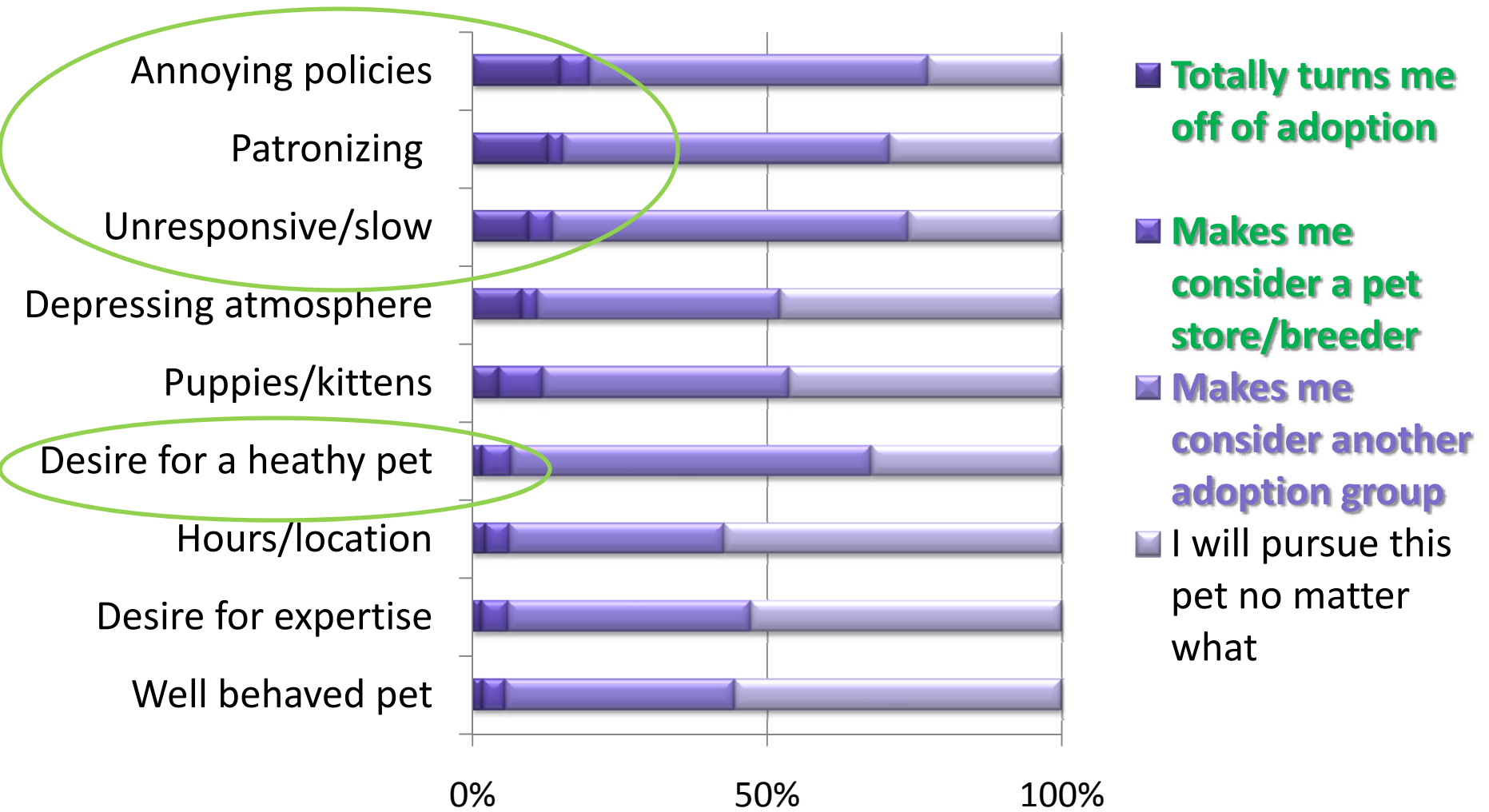
- Makes respondents 3x more likely to characterize shelter/rescue people as unprofessional
- People are less likely to describe themselves as “very committed” to adoption
- 4x more likely to describe their adoption experience as “very unpleasant”
- People who had previously received no reply were 4x more likely to consider a pet store if they encountered patronizing or slow attitudes
- **Almost twice as likely to give up on adoption**

# You are courteous and professional when they do reach you (94%)

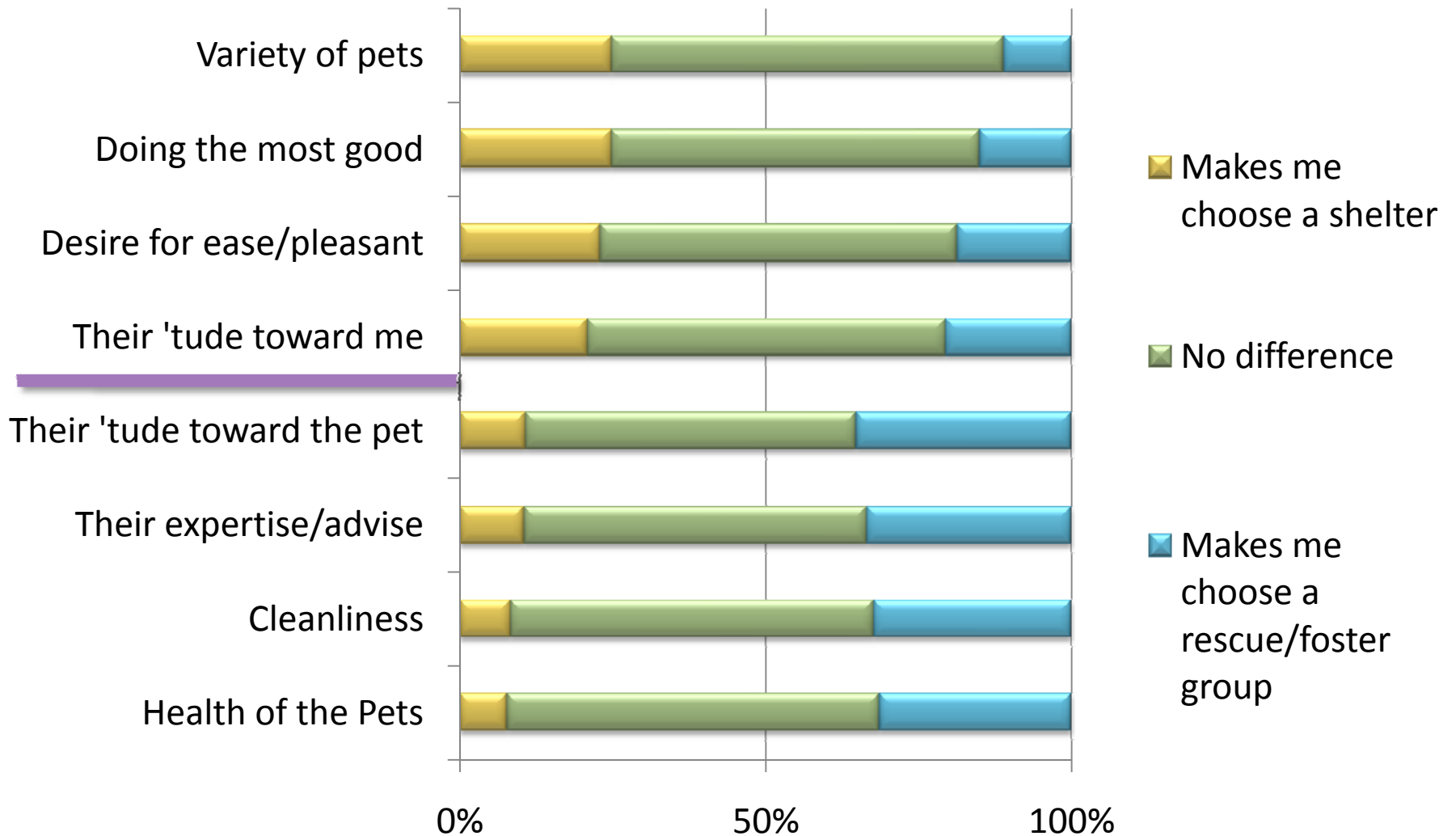
Are shelter workers courteous and professional?



# When you lose market-share to pet stores or other shelters

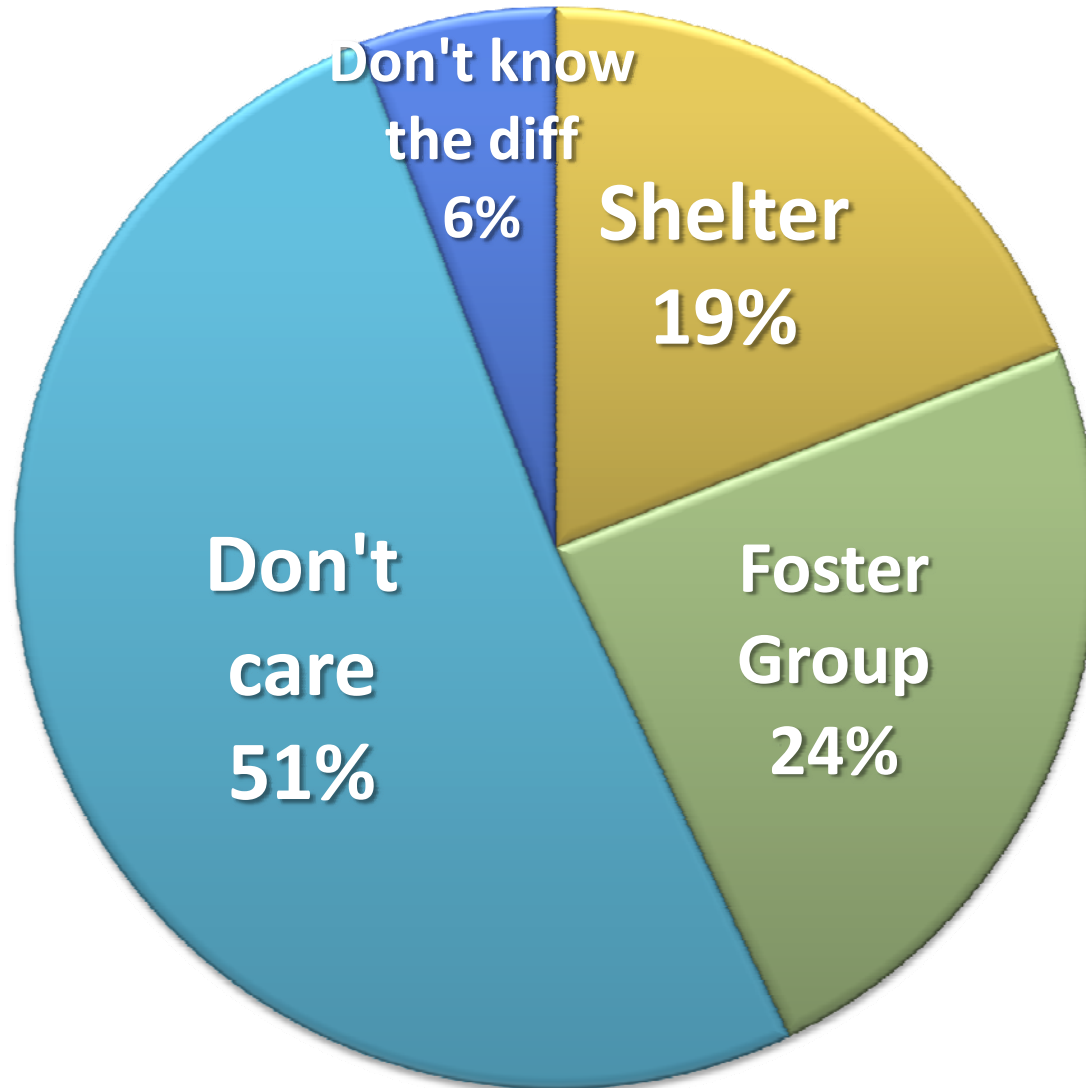


# How perceptions inform shelter versus foster group decision





**Would you rather adopt from  
a shelter or a rescue/foster group?**



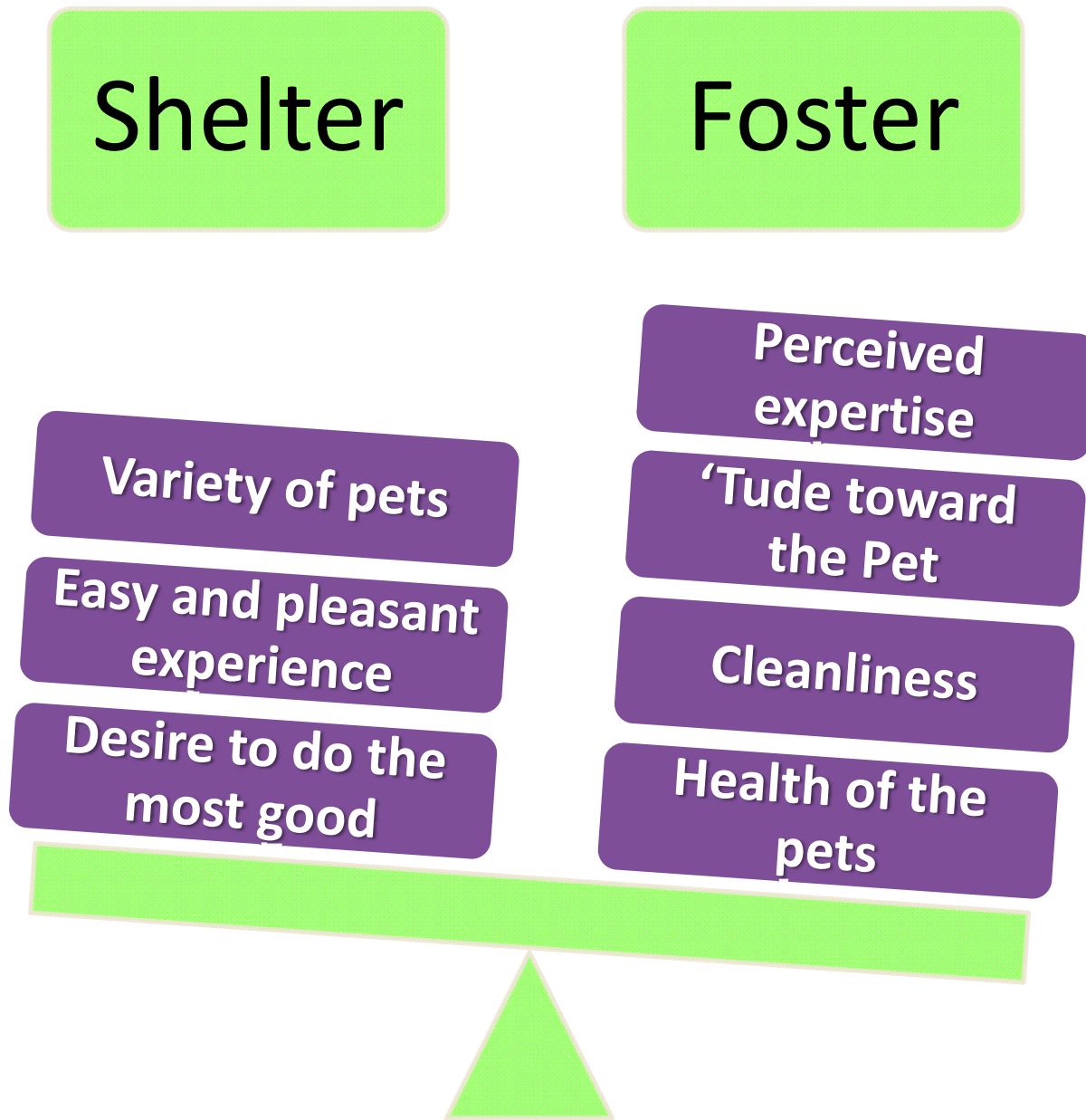
## Foster groups have a slight advantage over shelters

**Foster groups** need to focus on the adoption experience and responsiveness

**Shelters** should promote expertise of their staff and make sure they know the pets

**What elements of customer service might provide you with an “edge” in your community?**

**Is being “no kill” a market driver?**



# Causations and correlations with patronizing attitude

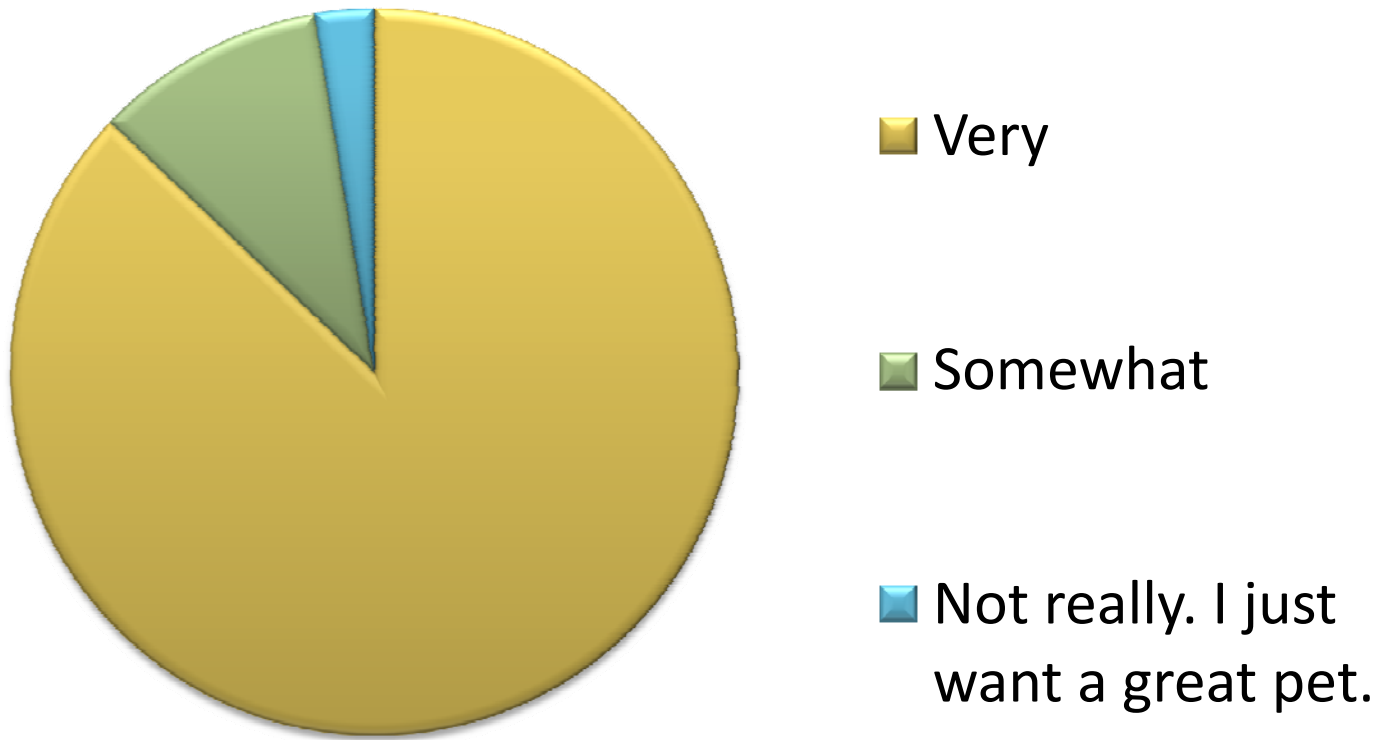
- 50% of people with:
  - a “very positive experience” with adoption and
  - who have already found a pet they are interested in will still consider another adoption group if they encounter a patronizing attitude.
- People who have previously received no reply are 3x more likely to consider a pet store if they encounter a patronizing attitude
- 62% of people will be totally turned off adoption if:
  - they encounter both a patronizing attitude and
  - unreasonable adoption policies (only 7% will pursue the pet no matter what
  - down from 30% if everything else is positive

# Unreasonable and annoying policies

- 67% of the people who encounter annoying policies who have previously had a very happy adoption experience will “pursue this pet no matter what”
- 80% will consider another group if they encounter a slow/unresponsive staff along with annoying policies – even if they’ve already fallen in love with a pet in your group!
- Only 3% of the people who have had a past negative experience will pursue their next pet from a shelter no matter what
- 60% of the people that encounter annoying policies and a lack of responsiveness will consider going to a breeder or pet store

# Results overview

**How committed are you to adoption/rescue  
(as opposed to getting a pet from a pet store or breeder?)**



# Take home

Most groups are doing a good job

Must treat people right to keep them

Customer service matters