

# PENNARD VETS: A JOURNEY TO CX EXCELLENCE

Pennard Vets  
beyond the ordinary

Pennard Vets are the world's largest employee-owned vet group, and in 2022 became the first veterinary practice in Europe to be classified as a B Corp.

Located in the Southeast of England and founded over 120 years ago, Pennard Vets is focused on providing the best possible care to our clients and patients, go above and beyond to provide the highest possible levels of care.



THE  
CHALLENGE

**Approaching Investor in Customers (IIC) in 2017, Pennard Vets wanted to prove their client centricity and use the results as evidence to become an RCVS Accredited Practice.**

**Evidencing their customer care was key and they wanted an independent voice to be able to document their centricity.**

In 2017 Pennard Vets' first assessment gained them a coveted gold award, very impressive on their first assessment. Further assessments in 2019; 2021 and now 2023 were also gold.

Pennard Vets is one of just 70 companies in the UK to achieve gold status and only the eighth IIC customer to record a customer score in excess of 8.35 and a Net Promoter Score of +50 on all four occasions. They were also the first IIC accredited veterinary practice. Their response rate was also phenomenal, further indicating the good relationship they have with their clients.

Comments from customers included: "I have been with this vets practice for a number of years and cannot fault the care given, the staff are always on hand to help"; "Fantastic service, very kind and sympathetic to both pets and owners alike!" and "I trust all the staff and they are very professional, helpful and friendly. I wouldn't consider going anywhere else."



THE  
SOLUTION



**Jeff Gascoyne**

Managing Director

*"We were the first in our industry to achieve the accreditation, which was quite a coup!"*

*We carry out the accreditation process every 2 years, always looking forward, taking on all the feedback & creating action plans to further improve where we can.*

*We have never lost sight of what's important – a personal and dedicated relationship with our customers and their pets"*