BRING IT BACK TO YOUR BUSINESS

# Your pet care automation checklist

Five moves from Abby and Ellie, broken into steps you can tick off

## 1 Enforce policies up front

Collect commitment at booking, not an invoice after a no-show.

- [ ] Collect a card on file at booking
- [ ] Have clients sign your terms of service
  Spell out cancellation fees and any default tip
- [ ] Set a firm cancellation window
  JRG uses 48 hours, Colby's uses 72 hours
- [ ] Require a deposit when demand is high
  Colby's takes $50 at booking, $100 over holidays

## 2 Automate the reminder ladder

Catch problems while there's still time to fill the slot.

- [ ] Send an automatic reminder 1 week out
- [ ] Send a confirmation text 4 days out that needs a “Y” reply
- [ ] Turn on “reply NO to cancel”
  The slot frees up instantly, with no phone tag
- [ ] Backfill open slots from your waitlist

## 3 Ask for the next booking the same day

Turn checkout into rebooking.

- [ ] Offer a small, time-limited rebooking discount
  Colby's gives 10% off if booked by 11:59 p.m. that day
- [ ] Text a nudge at 5 weeks if nothing is booked
- [ ] Follow up at 6 weeks with open availability
- [ ] Offer memberships or annual pre-booking to regulars
  Colby's members pre-book 72 suites on Thursdays

## 4 Make reviews a system, not a favor

Route happy clients to Google and unhappy ones to you.

- [ ] Text a 1–5 rating request after every visit
- [ ] Send 5-star ratings a direct Google review link
  A small thank-you, like a free daycare day, helps
- [ ] Route lower ratings to a private feedback form
- [ ] Tag clients who've reviewed so nobody is asked twice
- [ ] Send shareable report cards with before-and-after photos

## 5 Get your team out of their heads

Nobody should depend on memory or handwriting.

- [ ] Keep one record per dog
  Suite, feeding, medication, add-on walks, behavior notes
- [ ] Set up team chat channels
  For example General, Schedule, SOPs, Inventory
- [ ] Pin essentials where everyone can find them
  Like the gate code
- [ ] Share a color-coded staff schedule