

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

Betsy Saul, Petfinder.com

Robin Robertson Starr, CEO,  
Richmond SPCA

# Good Customer Relations is important in more than just adoptions.

1. Admissions requires a new attitude.
2. Pet Retention Programs require a non-judgmental approach.
3. You must view your community as your partner not your nemesis.



You never know who many become a donor or a volunteer or in some other way may support you.





# Richmond SPCA's Project Safety Net

- Provides an array of services to help keep pets in the homes they have: behavior support, pet friendly housing, short term boarding, pet pantry, foster to relinquish.
- Is founded on a belief that most people will do the right thing by animals if we give them the tools to do so.
- Has been a major factor in our achieving a city wide save rate of 80%.



# Adoption attitude is key.

- Adoptions are essential to saving lives.
- We must create more good homes rather than reject them.
- If they adopt from you, they will have the benefit of your ongoing support.
- Don't patronize – they likely know themselves better than you do.



FIND YOUR SOULMATE  EAGER TO PLEASE

Take our adoption survey

**RICHMOND SPCA**  
Every life is precious.<sup>™</sup>  
richmondspca.org

 Richmond-area Wendy's restaurants are proud sponsors of the Richmond SPCA's adoption program.  
© 2008 Oldemark LLC. The Wendy's name, design and logo are registered trademarks of Oldemark LLC and are licensed to Wendy's International, Inc.

# Tools to achieve excellent customer relations skills among staff and volunteers:

1. Regular customer service training for all.
  - Role playing is key
  - Have other local businesses known for great customer service come teach your staff
2. Secret shoppers can reveal a lot about how people are really being treated.





Insist on a culture of excellence  
and accountability with clear  
*benchmarks for success.*



# Involve your community with approaches that are witty and fun.



**It's not just his own  
tail he's chasing.**

**FREE SPAY & NEUTER**  
521-1300

RICHMOND  
**SPCA**



**Great news  
for your dog.**  
Not to mention your leg.

**FREE SPAY & NEUTER**  
521-1300

RICHMOND  
**SPCA**



**This time,  
We'll**  
fetch the balls.

**FREE SPAY & NEUTER**  
521-1300

RICHMOND  
**SPCA**



**Free Fur Ball  
Removal.**

**FREE SPAY & NEUTER**  
521-1300

RICHMOND  
**SPCA**



# In Summary:

- You must view your community as your ally in the effort to make your community no kill. Every person could become not just an adopter of an animal but also a donor, a supporter and an ambassador for you.
- The shared organizational goal should be to make customers of ALL types feel welcomed and comfortable about utilizing your resources and to provide excellent customer service.
- The development of broad-based community support takes much time and patience. The result is an educated community and an expanded base of good pet owners and advocates for animal welfare.

Audrey, Charley and Niblett say thanks!

