

# Royvon Dog Training Schools

Case Study: Web integration, Marketing, Auto responders

AXLR8

## 1 Overview

The Royvon Dog Training Schools was established a near half-century ago in Merthyr Tydfil, South Wales, by successful, award winning dog breeders Roy and Yvonne James. Today, their son and daughter Darren and Sarah not only continue this proud family tradition, but are committed to growing and enhancing its training services with the primary purpose of enhancing the quality of life for dogs and their owners.

Royvon, have won many national marketing and innovation awards. The company won Technology for Marketing 2007. They are a model for many business disciplines.



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**£80,000/yr saved on advertising**

They were also a runner up in for the Judges' Special Prize in a very strong group of finalists including Hewlett Packard, Nike and Yell. But behind the prizes and TV appearances not many people know that the company's core values are based upon excellent **customer service** (and not just the bill payer, but the four legged guests, too!).

## 2 Business challenges and aims

There are several key performance indicators which define the required standards. The standards include care levels for the dogs, and service levels for clients. The Company has been established over three generations but in the last decade the customer service standards have evolved through three "forces".

- (1) The basic economics of winning recommendations from clients,
- (2) A professional affection for the animals in their care
- (3) The numerate and analytical approach of the MD Darren James who has a vision for the business that we can all look at as a model.

*We needed to measure and report upon our levels of customer service to ensure quality of service is maintained.*

## Solutions

Using the AXLR8 system, care and performance measures with complementing notes for each of the dogs as they progress through the training are rated on "twenty scales" by every trainer and cross checked for quality by team leaders, as are also diet, exercise and comfort.

The clients are kept constantly kept informed of progress through email triggers Trigaware™. The key metric here is the reduction in panic calls and complaints due to concerns about what is happening to their dog, now at low levels compared to a few years ago. (Dogs are usually seen as a part of the family).

Amongst other measures, clients receive an automated e-survey to fill out to rate their experience. In recent results from a few hundred clients, **65% feel their expectations were exceeded**, the rest that their expectations were met and **100% would recommend Royvon**.

Quality time is spent with dogs and their owners rather than taken up with admin tasks such as writing emails and answering telephone calls on minor logistics. Client feedback is automatically sought as an after service, an e-form being sent out, which is then automatically published to their website.

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### Royvon Blog

**Gallery**

	<b>Dogname:</b> May & Daisy	<b>Team:</b> Client Feedback	06/03/2010 12:50
How wonderful - thank you linzie for all your care and attention - we are looking forward to seeing them and you tomorrow at 1pm and we hope we can keep up the good work into the future-			
	<b>Dogname:</b> Stanley	<b>Team:</b> Linzie Warren	05/03/2010 15:47
Stanley is now training with a head halt, This helps him be more focused upon training around other dogs. It helps guide him to where you want him without to much verbal correction.			
	<b>Dogname:</b> Stanley	<b>Team:</b> Linzie Warren	04/03/2010 16:55
Good results with Stanley on recall today, Was not on top focus today but I was pleased with how he responded, Recall on a long line must be reinforced first around other dogs before he is allowed off lead. This can take some time but getting better. He has'nt shown any aggression towards any dogs since the one with teh puppy so im happy with that. Making good improvement			
	<b>Dogname:</b> Maxi	<b>Team:</b> Linzie Warren	04/03/2010 16:53
More traffic work carried out today, Maxi is doing well with the traffic now shes understand the guding technique with using a head halt, Much better improvement, Also had Maxi with the horses along the top, Not really much of a response just barked at the once and then lost interest in them.			
	<b>Dogname:</b> May & Daisy	<b>Team:</b> Linzie Warren	04/03/2010 16:52

Gallery | Newsletter | Trainability | Ask question | Request call | Video

Website Feedback Blog

Constantly changing with client and trainer comments

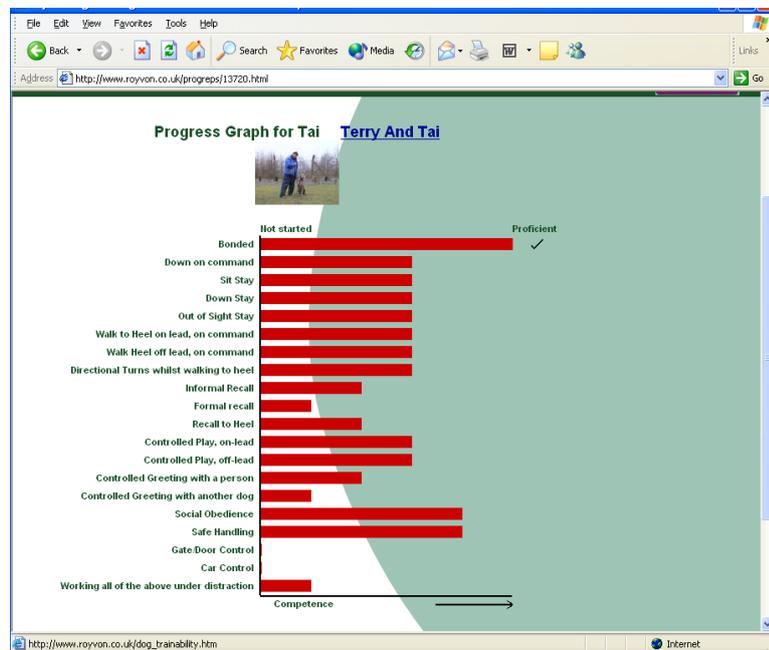
Improving Website SEO and provides valuable reference material for prospective clients.

There is simply no comparison within the industry. The measurements of details to ensure the best possible standards of care are maintained, is what sets Royvon apart from their industry peers and makes them a model for any service business. The level to which Darren is able to analyse the data and act upon it to improve the care of their dogs and the satisfaction of their owners, sets him apart as a business leader committed to customer service.

Occasionally owners have a problem after returning home from the course, with their dog's behaviour and their ability to put the techniques Royvon taught them (as an owner) into practice. Darren has a set of video cameras and he will send one out. The family can make a film of the problem and send it in and he will solve the issue with them over the telephone.

**Just one reason why people travel hundreds of miles for the Royvon service!**

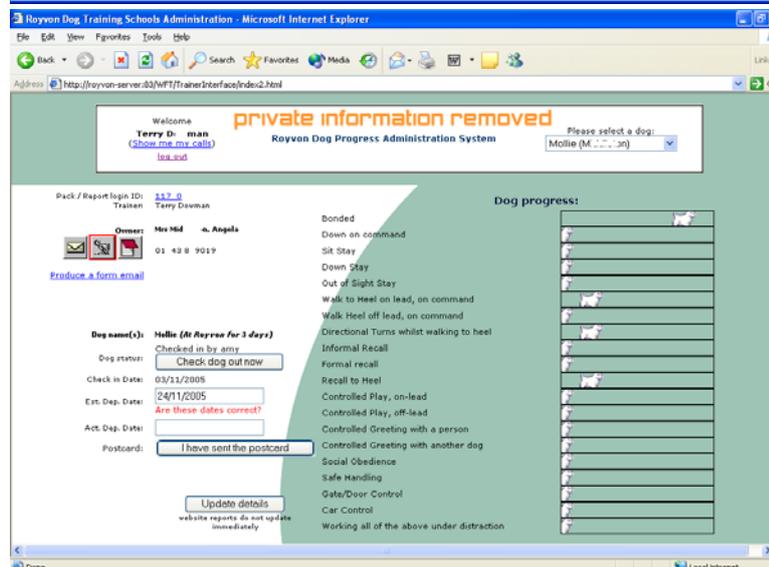
The results have been staggering, freeing up to 50% of customer reporting time, without sacrificing quality customer care, and boasting of a 3-5% response rate from the Trainability questionnaire.



Clients log in to see how their dogs are doing on the course.

They also receive lots of email and text updates keeping them informed right the way through the training process.

Before arrival information is sent reinforcing expectations and after training course the service continues with checks to make sure the improvements are maintained.



Every aspect of service is rigorously measured.

Dog trainers score dogs on defined exercises as well as sending clients e-updates and posting photographs (both on the web and as an actual post card!)

Clients can check 24/7 their dogs progress, without interrupting the operation

There are about 15 progress messages throughout the course which communicate progress ratings and notes from the trainer to the owner. There are Mobile text & telephone capabilities too. Royvon Auto responders:

- Before arrival information is sent reinforcing expectations.
- Clients log in to see how their dogs are doing on the course.
- Email and text updates, all through the training process and afterwards.
- Dog trainers score dogs on defined exercises, send clients e-updates and posting photographs (both on the web and as an actual post card!)
- Clients can check 24/7 their dogs progress, without interrupting the operation
- After the training course is completed, the service continues with checks made (automatically) to make sure the improvements are maintained.

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Report: Triggers for Activities

Customer Name	Job No.	Act - New Activity Instruction	Act - No operator for more than 24hrs	Act - Internal Draft not with client	Act - operator draft not with client	Act - Internal still waiting appt	Act - Operator still waiting appt	Act - All Appts are booked
Mi th v hap le	38308	None sent	None sent	None sent	None sent	None sent	None sent	None sent
Mi th v hap le	38307	None sent	None sent	None sent	None sent	None sent	None sent	None sent
Mi th v hap le	38306	None sent	None sent	None sent	None sent	None sent	None sent	None sent
Al a a tr	38305	18:13:26	None sent	None sent	None sent	06:02:37	20:03:40	None sent
Ja n ro n	38304	None sent	None sent	None sent	None sent	None sent	None sent	None sent
Ja n ro n	38303	18:13:26	None sent	None sent	None sent	None sent	None sent	None sent
Ja n ro n	38302	18:13:26	None sent	None sent	None sent	None sent	None sent	None sent
Ol er uss	38301	None sent	None sent	None sent	None sent	None sent	None sent	None sent
Ol er uss	38300	17:58:17	None sent	None sent	None sent	05:02:33	19:03:38	None sent
Ol er uss	38299	17:58:17	None sent	None sent	None sent	05:02:33	19:03:38	None sent
Ol er uss	38298	17:58:17	None sent	None sent	None sent	05:02:33	19:03:38	None sent
Dl id on	38297	None sent	None sent	None sent	None sent	None sent	None sent	None sent
Hk h n ranch	38296	None sent	None sent	None sent	None sent	None sent	None sent	None sent
Hk h n ranch	38295	17:44:28	None sent	None sent	None sent	05:02:33	19:03:38	None sent
Hk h n ranch	38294	17:44:28	None sent	None sent	None sent	05:02:33	19:03:38	None sent
Gl r S ip ton	38293	None sent	None sent	None sent	None sent	None sent	None sent	None sent
Gl r S ip ton	38292	None sent	None sent	None sent	None sent	None sent	None sent	None sent
Gl r S ip ton	38291	None sent	None sent	None sent	None sent	None sent	None sent	None sent
Ar n fa w k	38290	None sent	None sent	None sent	None sent	None sent	None sent	None sent
Dl id on	38289	None sent	None sent	None sent	None sent	None sent	None sent	None sent
Dl id on	38288	None sent	None sent	None sent	None sent	None sent	None sent	None sent
Dl id on	38287	None sent	None sent	None sent	None sent	None sent	None sent	None sent
Dl id on	38286	None sent	None sent	None sent	None sent	None sent	None sent	None sent
Dl id on	38285	None sent	None sent	None sent	None sent	None sent	None sent	None sent
Su sai va low on	38284	16:13:46	None sent	None sent	None sent	None sent	None sent	None sent
Su sai va low on	38283	None sent	None sent	None sent	None sent	None sent	None sent	None sent
Su sai va low on	38282	16:13:46	None sent	None sent	None sent	None sent	None sent	None sent
Su sai va low on	38281	None sent	None sent	None sent	None sent	None sent	None sent	None sent
Su sai va low on	38280	16:13:46	None sent	None sent	None sent	None sent	None sent	None sent
Rt er Be nett	38279	None sent	None sent	None sent	None sent	None sent	None sent	None sent
Rt er Be nett	38278	18:59:09	None sent	None sent	None sent	06:02:37	20:03:40	None sent
Rt er Be nett	38277	18:59:09	None sent	None sent	None sent	06:02:37	20:03:40	None sent
Su sai va low on	38276	None sent	None sent	None sent	None sent	None sent	None sent	None sent
Mi fu V rrei	38275	None sent	None sent	None sent	None sent	None sent	None sent	None sent
Mi fu V rrei	38274	17:44:28	None sent	None sent	None sent	None sent	None sent	None sent

The results have been staggering, freeing up to 50% of customer reporting time, without sacrificing quality customer care, and boasting of a 3-5% response rate from the Trainability questionnaire.

### 3 Outcomes

Royvon Dog Training Schools has **saved £££ thousands on print advertising each month** by moving to e-marketing.

Amongst the leading companies in its field, Royvon placed adverts in magazines read by dog owners to a value of £10,000 per month for 9 or 10 months every year. They have dropped virtually all printed advertising, continually testing that their sales enquiries and online bookings are rising.

Now they develop and continually improve Search Engine natural selection and pay between £1,000 and £2000 per month in directory and internet advertising, increasing sales further with HTML Mailers and email direct to their target audience and clients, to win more business.



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A well trained dog is a happy dog

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