

## FAQ – Postcard Reminder Service Transition

**Audience:** Existing Rapport customers on old (outgoing) postcard technology

**Purpose:** FAQ to inform customers of the benefits of the new print product, the “why” of the change, and relevant changes to functionality

### Why do we need to transition to Rapport’s new postcard reminder service ?

1. Our outgoing print process is dependent on outdated infrastructure that can no longer be supported effectively.
2. We are responding to customer feedback regarding card quality, print quality, and data quality.

### How will the transition occur?

- The administrator user of each practice will be prompted to launch and complete the Pet Reminder Wizard in order to transition to the new technology
  - **Avimark users:** visit <https://rapport.covetrus.com/PrWizard>
  - **Impromed users:** visit <https://rapport2.covetrus.com/PrWizard>
  - **Pulse users:** visit <https://rapport3.covetrus.com/PrWizard>
- All transferrable current settings (practice details, logo, reminder channels and cadence, reminder exclusions, overlap protection, etc.) will automatically be applied. Each practice will have the opportunity to review and modify if desired.
- Practices will need to choose a new postcard template from the 28 options
- Customer will be prompted to review – and have the opportunity to modify – variable messaging on the postcard

### What is the timing for this change?

- Practices will need to complete and submit the Pet Reminder Wizard form **no later than September 20, 2024**.
- Any practice not completed by this date risks interruption in future postcard reminder mailings

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### What are the customer benefits of the changes?

- Better card quality and print quality.
- Optimized yet highly customizable messaging

The screenshot shows a configuration interface for a postcard reminder service. At the top, there is a 'Practice Logo' field with a green question mark icon, a pet logo icon, and a 'Setup' button. Below this, there are five message configuration sections, each with a label and a green question mark icon, followed by a text input field and a 'Default' button:

- Introductory Message:** The text input field contains: "Wellness care is important for [pet\_species\_public] health. Our records indicate that the following important services are due for:"
- Client Message:** The text input field contains: "Manage your Pet's health online!" followed by "Use your Pet Portal today. Log in to your Pet Portal to post cute pictures of your pets and stay in touch with us. Just log in through our website."
- Client Message No Email:** The text input field contains: "Manage your Pet's health online!" followed by "Give us your email and you can manage your pet's health online! Each pet gets a private web page so you can review their health information and needs and communicate with us; all at your convenience."
- Closing Message:** The text input field contains: "Regular visits and quality nutrition help [pet\_species\_public]s live longer and healthier lives. Please contact us for an appointment."

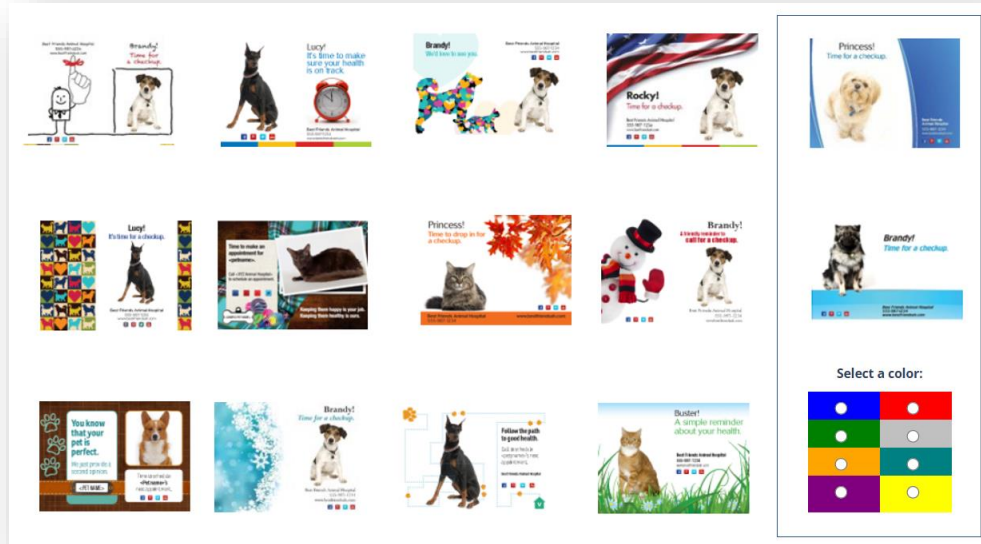
At the bottom, there is a 'Social Media Icons' section with a green question mark icon and five checkboxes: Facebook, Twitter, YouTube, Pinterest, and LinkedIn.

- Bad address (NCOA) support – We run all direct mail through the National Change of Address registry, which replaces outdated addresses with current addresses for people who have recently moved. This considerably reduces undeliverable or returned mail. Practices will receive reports of customers that have updated addresses according to the registry, allowing them to correct client details in the PIMS. This fosters ongoing improved deliverability as well as downstream efficiencies in identifying “active” clients.
- More controlled & on-time targeting. Our outgoing technology runs targeting daily but holds them to the end of each week before print and mailing begins. The new targeting runs once at the end of each week and is sent to the printer within a day, resulting in fewer messages going out to deceased pets, pets that have already fulfilled services, or customers whose status or communication preferences have changed.

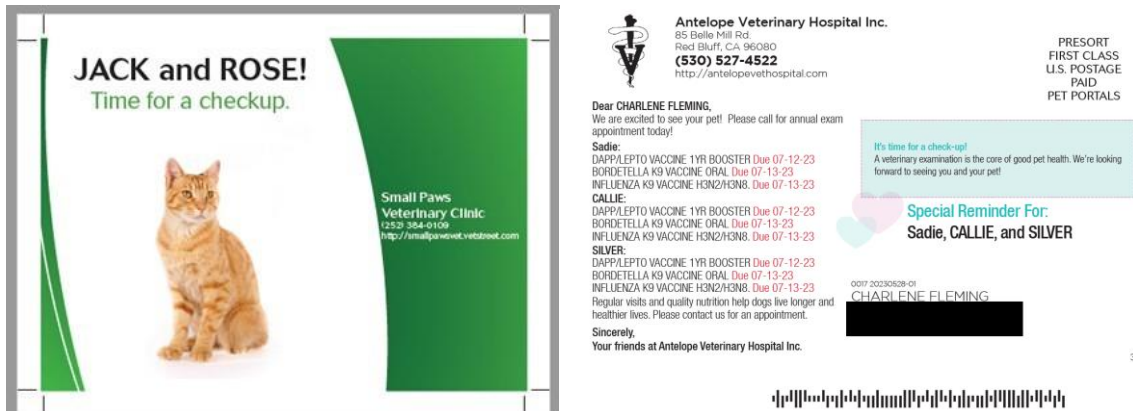
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## What is changing?

- There will now be 14 templates to choose from, including seasonal templates and two templates with color choices to suit a practice's own color themes, for a total of 28 available options



- All templates reference a library of high-quality breed specific images which will be used wherever possible (default species image is used for breeds that do not exist in the library)



- Unlimited one-time campaigns will be available by email and SMS only. SMS campaigns may be subject to overage fees depending on your Rapport package.