Pet Resource Center

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Arizona Humane Society

AHS’ unique role: rescuing and treating the Valley’s ill, injured and abused homeless animals.

Arizona Humane Society, 2013

The Problem:
• Endless flow of animals
• Maricopa County - 2nd in pet overpopulation
• Easy to turn-in, difficult to adopt

Our Objective:
• Save more lives by decreasing euthanasia and intake

How:
• Offer resources to keep pets in homes
• Reassess all programs/services, create a new playbook
• Redefine shelter treatment standards, expand Second Chance Animal Trauma Hospital
Admissions by Appointment & Pet Resource Center

AHS’ Pet Resource Center

The Pet Resource Center is a call center featuring trained, compassionate specialists who offer the best in customer service and provide proactive solutions, resources and alternatives to struggling pet owners to help keep more pets in homes.

- Behavior tips
- High-quality, affordable veterinary and spay/neuter services
- Alternative placement
- Pet food pantries
- AHS thrift stores
- Pet-friendly housing options
- Other organizations
- Lost/found solutions
- Community cats and feral cat information/TNR

Setting Up the PRC

- Hiring/training staff
  - Open 8am-6pm daily
  - 2-5 Customer Experience Agents (CXAs)
  - 200 staff hours per week
  - Software
  - Online resources
  - Grant funding to support our launch
  - Admissions Appointments Only
    - 3,500 calls answered, 950 admissions appointments scheduled
The Reality

- Quality control metrics
  - Call volume, 75% LAR
  - Call length, 4:30 AHT
  - 620 admissions appointments scheduled
- Staff and training
  - 7.5 CXAs
  - 310 hours per week
  - Staff training
- Software
  - Constant updates to online resources
- $318,711 budget
  - $4.73 cost per call

Pet Resource Center by the Numbers

2014 – 2015
- 73,645 calls offered
- 55,054 calls handled (75% LAR)
- Over 4,500 voicemails returned
- 8,094 ABA scheduled

2015 – 2016
- 91,808 projected calls offered
- 67,312 projected calls handled (73% LAR)
- Over 7,000 voicemails returned
- 7,464 ABA scheduled

Calls Offered by Type

- General Reception 42%
- ABA 34%
- Adoptions & Lost Found 17%
- Owner-Requested Euthanasia 6%
- Thrift Store Sales 2%
- Enter Reclaimed, Enquiries 1%
Call Drivers

EXCELLENT EXPERIENCE EVERY TIME

Our Transformation
Pet Resource Center

Our Next Steps:
• One-stop shop
• Increasing capacity
• Scheduling medical appointments
• Behavior helpline
• Field dispatch
• Expand online resources such as training videos, etc.

Resources

• Our Transformational Change
• Transformational Change Video
• Impact Report
• Paw Prints
• Admissions By Appointment
• Online Pet Resources