



Case Study: Georgia Veterinary Associates

Georgia Veterinary Associates is a group of four privately owned animal hospitals in the metro Atlanta area. Angel Martin is their Clinical Operations Manager.

The Client's Problem

"We wanted a 'digital billboard,'" Angel said. As full-service veterinary clinics, the hospitals that are a part of Georgia Veterinary Associates offer a wide range of treatments and services, most of which the average client wasn't aware. Angel knows the value in a digital presence in the business, but manually managing it through PowerPoint wasn't working out.

Spectrio's Solution

Spectrio presented a Digital Signage solution that was much easier to use and manage for Angel than PowerPoint. It also includes a library of templates that are customizable, to enable them to promote valuable aspects of the business.

The Result

"We liked the ease of edits via the dashboard, the professionalism of the screen and the customization," Angel said. To date, she's created content raising awareness of their CT Scans, referral program, an amazing staff of veterinarians, and much more. She agrees that using Digital Signage helps deliver their hospital's value to customers and "helps us stick in their brains more!"