

Customer Service Excellence

from DocuPet

DocuPet®
A Safe and Happy Home for every pet

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Executive Summary

DocuPet's customer service organization is a critical driver of partner value, customer trust, and program success. With a 93% customer satisfaction (CSAT) rating, far exceeding industry benchmarks across SaaS, e-commerce, and government-adjacent services, DocuPet demonstrates that thoughtful, human-centered support can transform a traditionally complex, compliance-driven process into a positive and memorable experience.

DocuPet's customer service team achieves exceptional outcomes through a disciplined quality framework, intentional hiring and training, deep jurisdictional expertise, and a strong culture of empathy and ownership. These capabilities directly benefit DocuPet's partners, particularly municipalities and community organizations, by reducing operational burden while elevating the resident experience.



The Challenge:

High Expectations in a Complex Environment

Pet licensing and registration programs vary widely by jurisdiction, with differences in regulations, exemptions, transfer rules, and enforcement nuances. Residents engaging with these programs are often doing so on behalf of a beloved family member, their pet, which raises emotional stakes and expectations for care.

For partners, this creates a dual challenge.

DocuPet's customer service team operates at the intersection of these demands, acting as both product experts and trusted representatives of partner jurisdictions.



Compliance

Ensuring compliance with local regulations



Experience

Delivering a resident experience that reflects positively on the community

Performance That Exceeds Industry Benchmarks

DocuPet's customer service metrics significantly outperform industry norms.

These results are not accidental, they are the outcome of a deliberately designed quality system built around customer feedback.

93% CSAT

using a simple thumbs-up / thumbs-down survey, compared to industry averages in the high 70s to low 80s

82–83% First Interaction Resolution

meaning the vast majority of inquiries are resolved in a single contact

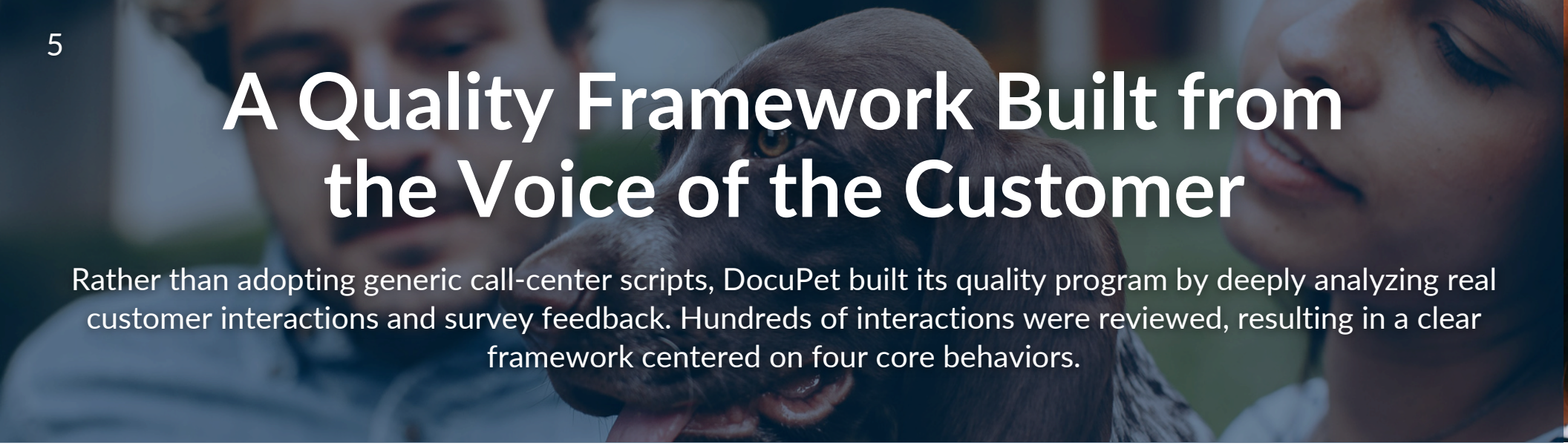
6-minute average handle time

balancing efficiency with empathy

97% resolution rate via AI chat

with only 3% of interactions escalating to human support





A Quality Framework Built from the Voice of the Customer

Rather than adopting generic call-center scripts, DocuPet built its quality program by deeply analyzing real customer interactions and survey feedback. Hundreds of interactions were reviewed, resulting in a clear framework centered on four core behaviors.

Three Customer Needs

1 Seamless and Effortless Experience

Customers want frictionless support: clear expectations, minimal steps, and proactive guidance that removes effort from their journey.

2 Effective Resolution

Issues must be fully resolved, not temporarily patched. Customers leave interactions knowing what was fixed, what to expect next, and any required follow-up.

3 Ownership and Accountability

Representatives instill confidence by owning the issue end-to-end, providing reassurance, and demonstrating genuine commitment to the customer's outcome.

One Customer Want

4 Warm and Friendly Interaction

Professionalism, empathy, tone-matching, and natural rapport-building ensure customers feel heard and valued.



This framework is the foundation of hiring, onboarding, training, coaching, and performance management.

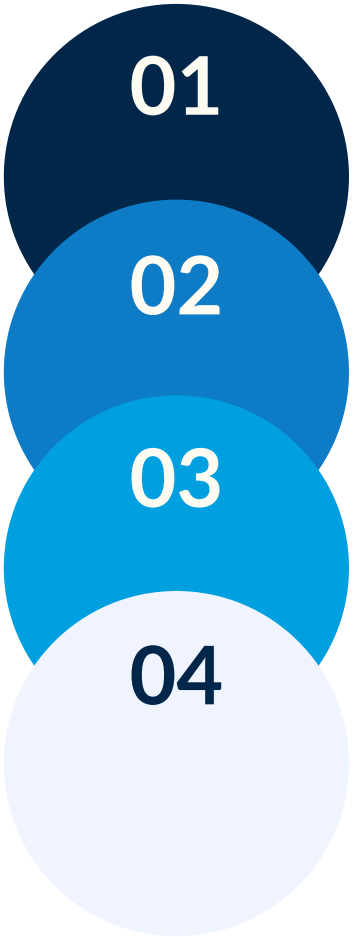
Hiring, Training, and Coaching for Consistency

DocuPet embeds its quality framework across the entire employee lifecycle:



Deep Jurisdictional Expertise at Scale

To support partners across diverse regions, DocuPet equips agents with structured, easily accessible knowledge:



A dedicated Confluence page for every partner jurisdiction

Clear breakdowns of program rules, nuances, and exceptions

Approved verbatim language for sensitive topics (e.g., rabies exemptions, ownership transfers)

Pre-launch preparation for every new partner, including knowledge reviews and Q&A time

This ensures that representatives can confidently and accurately support residents, regardless of location, with information always a click away.

Omnichannel, Multilingual Support

DocuPet provides support through multiple channels and languages:

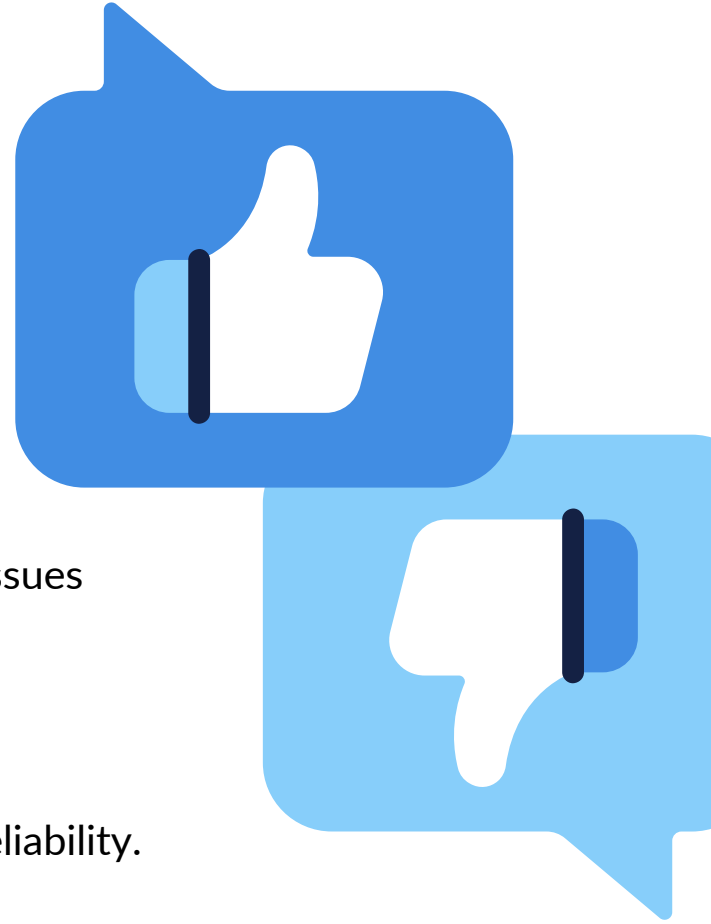


Channels: Phone, email, and AI-powered chat

Hours: Extended coverage six days a week, plus Sunday availability

Languages: English and Spanish today, with French rolling out as partner needs require

Continuous Feedback from the Front Lines



Agents are active contributors to product and process improvement:

- Weekly coaching conversations surface knowledge gaps and system issues
- Monthly surveys collect broader improvement ideas
- Agent-reported bugs and trends feed directly into issue tracking and product testing

This feedback loop strengthens both customer experience and platform reliability.

Why This Matters to Partners

For municipalities and community partners, DocuPet's customer service excellence delivers tangible value:

- Reduced operational burden: Fewer escalations and staff interventions
- Higher resident satisfaction: Positive experiences reflected in five-star public reviews
- Brand trust: Agents act as an extension of the partner's community-facing team
- Program confidence: Accurate, empathetic guidance improves compliance and goodwill

In short, DocuPet does not simply provide software, it provides a fully supported service model that communities can trust.



Conclusion

DocuPet's customer service success is the result of intentional design, rigorous listening, and a belief that people matter. By combining operational discipline with genuine care, DocuPet has built a support organization that exceeds benchmarks, strengthens partner relationships, and delivers meaningful value to residents.

For partners seeking a modern, humane, and highly effective approach to pet licensing and registration, DocuPet's customer service team is a decisive differentiator.





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