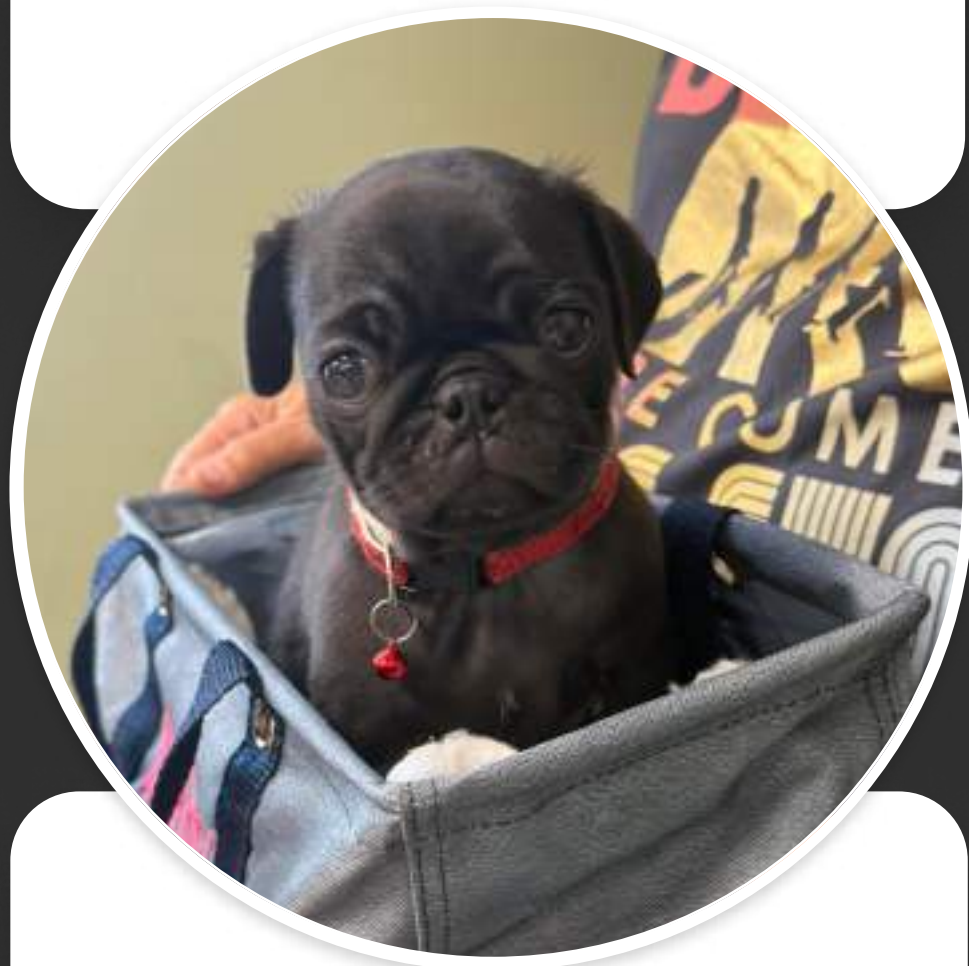


Triangle Veterinary Clinic



“

Cherry has been amazing and made all the difference! We would not have made the **\$18,000 in revenue** without Cherry. Our goal was to increase compliance with our client base, and we saw a **50% increase** in the first month alone.

”

Melissa D.
Practice Manager

SUCCESS STORIES *with* Cherry

The Story

Triangle Veterinary Clinic is a small, family-owned clinic located in Union, South Carolina, specializing in small animals, farm and ranch animals, livestock, and household pets. They offer the whole gamut of walk-in veterinary services, from regular wellness visits and vaccines to unexpected surgeries. They are the only veterinary clinic in Union County, making them a community pillar.

The Goal

- To improve one critical metric: **Treatment Compliance**
- Clinic faced a troubling 50% compliance rate—even with financing options like CareCredit and Scratchpay in place
- Goal to make veterinary care more accessible without compromising clients' financial well-being
- Wanted a solution that removes barrier to care, especially for pet owners hesitant to take on deferred interest or risk a hard credit check

The Cherry Solution

- After launching Cherry, Triangle Veterinary Clinic **proactively offered Cherry to every client** who called before walking into the clinic
- Over the phone, the clinic would mention:
 - they now offer a payment plan with no hard credit check and true no-interest offers
 - they would text the client the link and recommend they apply before coming in

Triangle Veterinary Clinic



“

The [Cherry] dashboard is easy to use, and its **easy for clients to apply**. My favorite part is when someone calls in, I pop their phone number into the dashboard, send them the application link, and suggest they apply before walking in. That's my favorite part. ”

Melissa D.
Practice Manager

SUCCESS STORIES *with* Cherry

The Results

- ✓ Empowered clients, healthier pets, and a thriving practice
- ✓ Clients approved for Cherry could focus on the treatment outcomes, not the cost
- ✓ Remarkable **1.5x increase in treatment compliance** within the first month, from 50% to 75%
- ✓ Thanks to the clinic's proactive approach of introducing Cherry early in the client journey, **57 applications were submitted**, with an impressive **93% approval rate**
- ✓ More pet owners came into the clinic with confidence, knowing they could afford the care their animals needed
- ✓ In four weeks, **38 community members relied on Cherry** to move forward with treatment plans they may have otherwise delayed or declined
 - **21 opted into Cherry's Pay in 4 program**, benefiting from **always interest-free** —a key differentiator from previous financing options
- ✓ **Over \$18,000 in additional revenue** was brought into the clinic in a single month, with an **average transaction size of \$438**, and an average of **\$200 per Pay in 4** transaction

See how Cherry can help your clinic! Sign up for a quick, free demo at **withcherry.com/book-demo**