



Do we know all about the skills mobilized by the vet, the pet owner and the animal during canine consultations?

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Abstract:

The canine consultation appears as an exception in service marketing activities. The service support, a dog or a cat, is alive and the service provider deals with three work-objects: the animal, the pet owner and the animal-owner relationship. Regarding this complex triadic interaction, little to know about the skills implemented by each stakeholder. What are they? How could we describe them? To what extent do they help the service production? To address this research questions, veterinary consultations were filmed. Subsequently, individual interviews with the veterinarian and the pet owner were carried out. Collected data were analyzed using a qualitative research software. Although numerous skills were identified, the main one that was mobilized by the veterinarian was active listening. Explicit or implicit requests coming from the pet owner could therefore be notified. We noticed that only a few veterinarians were able to tell explicitly their reflexive approach and voice unspoken or underlying messages. This skill, very profitable indeed, seems to be very undervalued during the service encounter. In order to reduce the asymmetry of information between the veterinarian and the pet owner during the interaction and coproduce the service, internal resources, such as the veterinarian expertise and the knowledge of the animal by its pet owner, were activated. We also listed collective skills that were simultaneously activated during efficient interactions, such as asking and answering questions, listening and spontaneously sharing information. Socialization was the main capability exposed by the animal, thus helping the interaction run smoothly. We suggest to add these veteri-



narian skills to the « Day One Competences » that veterinary schools expect from their students.

Biography:

Christelle Fournel graduated from the National Veterinary School of Alfort (EnvA) in 2001, and from ESCP Business School in 2012 (executive MBA). She defended her PhD in Management Sciences in 2019. After some years as a canine veterinary practitioner and a marketing manager in the pharmaceutical industry, she created her own consulting company specialized in marketing, human resources, team management and customer relationship. Her clients are veterinary practitioners, laboratories and manufacturers of dog and cat food, referral centers and economic interest groups (GIEs). In addition to these various activities in animal health as a consultant, trainer and speaker, she introduced the management courses at the EnvA as an assistant professor during more than 4 years. She pursues her research activities in management sciences and coordinates the Chair “Prospective of retail in society 4.0” of ESCP Business School, directed by Pr. Olivier Badot. As a result, she remains at the forefront of knowledge in trade and distribution marketing.

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