



DENTAL PRACTICE PHONE HANDLING **CASE STUDY**



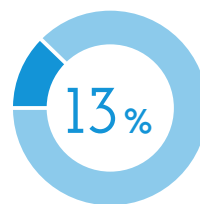
We studied thousands of inbound calls coming into dental practices and arrived at one bold conclusion: dentists would see a significant increase in booked appointments if they could simply **get better on the phone.**

The most consistent, detrimental error that dental practices make is not answering the phone.

In fact, our study revealed that 1 in 5 potential patients who called dental offices weren't connected to someone who could help them.



These unanswered calls weren't merely the result of a busy office, but also of poor phone skills. Callers are often placed on extremely long holds when trying to reach someone who is unavailable and when they're calling offices that don't have after-hours scheduling centers. This, coupled with shaky knowledge of proper phone skills, makes for a huge loss in business.



Many offices are closed on Fridays, which makes this problem even more severe. Our study showed that 13% of calls came in on Friday every week. (compared to only 20-21% on other weekdays).

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The most alarming data is often found on calls from new patients looking to book an appointment: 4 out of every 10 legitimate



prospects slip through the cracks as a result of poor phone skills. That means almost **half** of potential booking opportunities are left unbooked. Conservative estimates place the average value of a new patient appointment at \$220, and the average practice receives 40 appointment opportunity calls per week. Because of poor phone skills, practices are losing an estimated \$3,520 every week! The good news? There's tons of room for improvement! Only a few changes in phone handling can greatly impact these numbers and increase appointment booking rates.



➔ **FACT:** Almost half of potential booking opportunities are left unbooked.

We took a look at dental practices that leverage an enhanced call tracking program to the fullest; practices that were fully utilizing call coaching, training, and staff feedback loops.

These practices booked appointments as often as 77% of the time! Based on an estimated 40 appointment opportunity calls a week, these practices are bringing in \$1,496 more in revenue each week than the average dentist, and \$77,792 more every year. When practices utilize a solution that alerts them of missed booking opportunities, the number soars even higher as offices save appointments that might otherwise be fumbled.

How can a call tracking and training program help practices so significantly? The answer is

simple: what gets measured, gets managed. When a practice can see where calls are slipping through the cracks, they can seal those leaks and book more appointments more easily. Once the staff knows how to handle calls better, they'll be more effective at booking new patient appointments.

DENTISTS UTILIZING AN ENHANCED CALL TRACKING SYSTEM BRING IN

\$1,496 MORE REVENUE PER WEEK THAN THE AVERAGE DENTIST

\$77,792/YEAR



What is



Call Box is a done-for-you system for booking more new patients on the phone.

Call Box improves phone skills and makes marketing decisions easy. Our proven system will help you attract more of the right leads and convert them to new patients.

Call Box will track, record, and categorize every phone call coming into your practice. Using all of this data, Call Box will:

Turn your staff into phone experts

Salvage missed opportunities

Provide feedback and call coaching

Identify the best marketing channels

GET A DEMO

