



DRIVING TOWARD PHONE EXCELLENCE

*How Spodak Dental Group is establishing
a goal-oriented culture in a call center
environment.*

In recent months, Spodak Dental Group has noticed dramatic improvements in both operational efficiency and team culture across its nine call center agents. Through effective application of the detailed analytics provided by Call Box's human reviews and artificial intelligence, Spodak Dental Group has successfully transformed its call center and ultimately realized a **50% increase in new patients booked** within five months.

BACKGROUND

Spodak Dental Group has been serving the Delray Beach, Florida community since 1976 with its innovative and patient-centered approach to delivering care. Through its one expansive location that is supported by six general dentists and three specialists, it provides a comprehensive range of dental services to its patients.



THE CHALLENGE

Before Call Box was implemented at Spodak Dental Group, Director of Communications, Darien Davies, and call center team member, Mari Martinez, explain how their team lacked the necessary data and resources to make measurable improvements to their phone performance; **they didn't have time to listen to the thousands of patient phone calls that came into the call center each month.** Without this insight, they had no data-driven analytics to pinpoint problem areas on the phone or uncover solutions. As a result, patient calls continued to fall through the cracks and cause appointment leakage to occur. They had no way of knowing which marketing efforts were driving patient phone calls and if their team was converting those callers into booked appointments.

Their team also lacked a goal-oriented structure to hold agents accountable to individual performance. Agents struggled to use consistent verbiage across patient phone calls and, as a result, a patient's experience

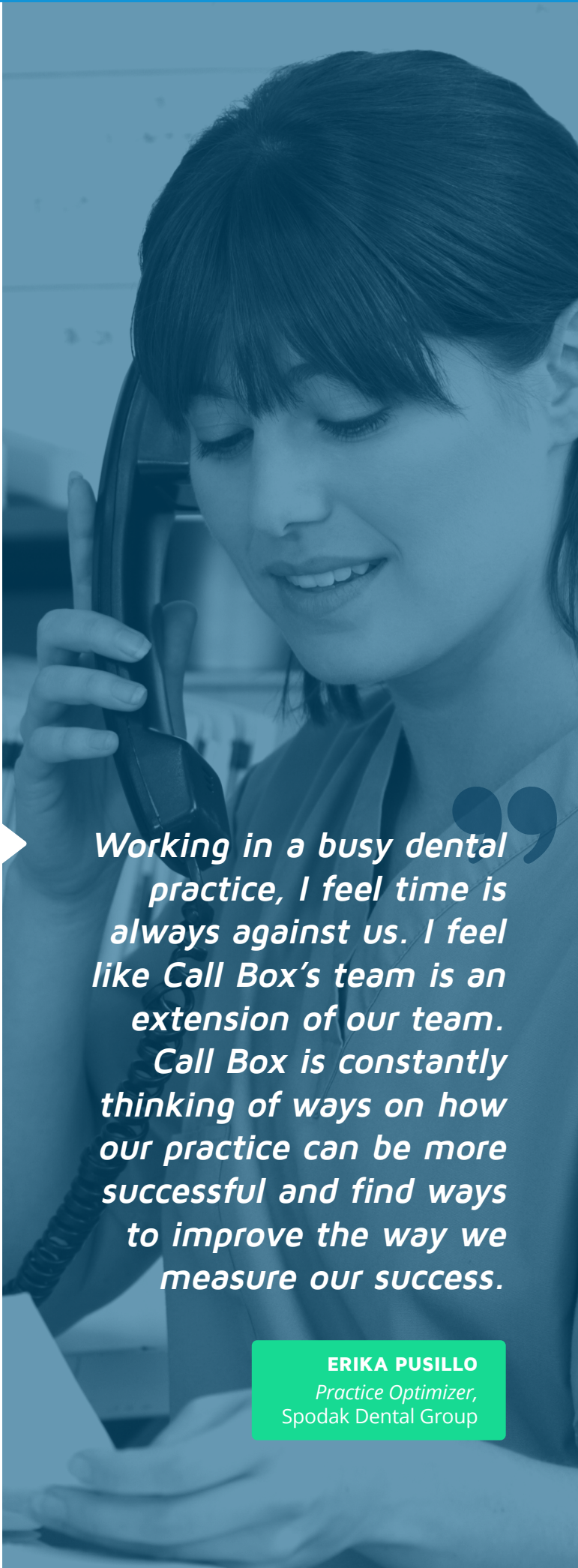
varied greatly from one call to the next. While some agents excelled at scripting, others did not. Without access to their team's calls, Darien and Mari were unable to listen to their agents to understand who was struggling and recommend improvements.

THE SOLUTION

Today, Call Box provides Spodak Dental Group a comprehensive operating system to support its phone calls. Through a unique combination of human reviews and artificial intelligence, every patient phone call is listened to within hours. The data is presented in a single dashboard with easily digestible reports that enable Spodak Dental Group to optimize its phone processes and implement programs that reward best practices.

"Working in a busy dental practice, I feel time is always against us," said Erika Pusillo, Practice Optimizer at Spodak Dental Group. "I feel like Call Box's team is an extension of our team. Call Box is constantly thinking of ways on how our practice can be more successful and find ways to improve the way we measure our success."

Armed with both practice-level and individual staff insight, Spodak Dental Group has been able to implement an incentive program based on various call metrics provided by Call Box. **Specifically, Spodak Dental Group places emphasis on ensuring its agents are connecting every caller to someone who can help, requesting an appointment and inviting prospective patients into the practice, as well as scheduling and converting patients into booked appointments.** The team works together to achieve a predetermined number of appointments booked each month, and each individual is rewarded based on his or her contribution toward reaching that goal.



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ERIKA PUSILLO

Practice Optimizer,
Spodak Dental Group

NEW PATIENTS BOOKED

50% INCREASE

+50%

MAY '18

SEP '18

THE RESULTS

Over the course of five months since implementing Call Box's solutions, Spodak Dental Group has realized consistent improvements in every call metric, which has led to increased patient conversions. In fact, between May and September of 2018, the practice's percent of total appointments booked increased by 28%. Even more dramatically, the percent of specifically new patients booked has increased by 50% during the same time period.

"My team is now changing their verbiage based on the scripting that Call Box suggested and they're getting more scheduled appointments," Mari said. "I always have my dashboard open and I'm always looking into it. You learn something different each day and it gets me excited to see even the small improvements we make."

LOOKING AHEAD

Spodak Dental Group recognizes that patients now have more choices than ever when it comes to selecting a dentist and strives to stay ahead of the curve in providing patients with an optimal experience, both over the phone and in person. With the help of Call Box's solutions and the programs that have since been implemented, the practice continues to make strides in phone excellence.

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