

Simplifeye Live Chat Case Study:

URBN Dental Increases Revenue \$15,000 / Month

The Challenge

At URBN Dental's two practices in Houston, the patient experience is always top of mind. David Nguyen, DMD, has created a culture that focuses on delivering excellent patient care as well as incredible customer service. His attentiveness to detail led him to quickly recognize a change in how people wanted to connect.

"A lot of people don't want to pick up the phone and call. Most people in general are shy," he explained. "It's more efficient to offer live chat."

Julia Rivas, the Practice Manager, agrees.

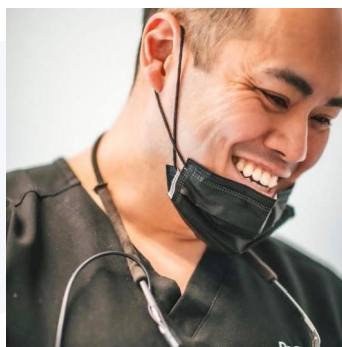
"Most patients no longer want to dial to speak to somebody. They prefer texting or chatting."

The Solution

Dr. Nguyen implemented Simplifeye's live chat feature on his website. Simplifeye's team responds to website visitors 24 hours a day, including on weekends and holidays. The team answers questions and collects the contact information, insurance details, and reason for the visit to send to URBN Dental.

"90% of millennials are booking online now," said Dr. Nguyen. "Simplifeye saves my team time because it reduces the amount of time they're on the phone. They have everything they need to call back and finalize the booking details."

Dr. Nguyen calls Simplifeye's chat service a great resource for his patients. "It 100% shows that your office is more modern. It makes people feel warm to be able to communicate with somebody whenever they need it."



"You only have 10 to 15 seconds to gain somebody's attention. You've got to make the most of it."

David Nguyen, DMD

The Results



10 - 20

New Patients Each Month



\$15,000

Average Revenue Added
Each Month



90%

Of Millennials
Schedule Online



39%

Chats Occur
After-Hours

