



AspenDental

Patient acquisition through automated review collection

Thanks to Birdeye's automated solutions, Aspen Dental has amplified patients' voices and established trustworthy reputations for all their practices nationwide.

Company Snapshot

Founded in 1964

536 dental locations

Birdeye client since
December 2015

www.aspendental.com

Background

Rapidly opening new locations nationwide, each private practice sought to acquire new patients by establishing a strong online presence and reputation through review generation and review marketing. By amplifying patients' voices across top sites, more people in need of affordable care would discover Aspen Dental in online searches.



Goals

Consistently receive new patient reviews and promote them across the web

Implement solutions without disrupting their existing process and practice management system to ensure quality of service is not sacrificed, but enhanced

Acquire more patients for each new office throughout nationwide expansion

Outcome

By integrating Birdeye directly into their existing PMS,
within 3 months, Aspen Dental:

Received over 4x more reviews on Google, more than 2x on Facebook

Established solid online reputation for their 500+ private practices

Improved patient experience, leading to average nationwide rating
increase from 3.8 to 4.0 stars from over 38,000 reviews





THE CHALLENGE

Receive high volume of patient feedback

Aspen Dental prides itself on providing superior customer service across each individual branded practice it supports. Expanding rapidly at a pace of 55 new practices per year, each new office would need to establish a strong online presence and positive reputation in order to build a patient base. This would require generating a very high volume of new reviews. Since an upheaval of the practice management systems that these dental practices had built themselves on would only complicate day-to-day interactions, Aspen Dental sought an efficient way to receive more reviews in order to acquire new patients for each location — without disrupting workflow within each office.



Although many of Aspen's patients were satisfied, few were avid online users, so their experiences were not shared with others. How could they get patients talking on Google, and Facebook? Who would be in charge of managing such vast quantities of feedback? How much would this interfere with existing tasks?



THE SOLUTION

Automate review process with seamless integration

Aspen integrated Birdeye into their existing practice management systems to automate the review collection process. Tens of thousands of text messages are sent each month, triggered automatically by customer check-in's. These in-moment requests also prompt promotion of positive reviews across top sites. This streamlined process has allowed each of Aspen Dental Management's offices to establish a positive online presence through review generation — and it is all conducted automatically.



Patients check in and provide feedback without any involvement from practitioners or staff. Each practice can use this real-time feedback to improve future patient experience.

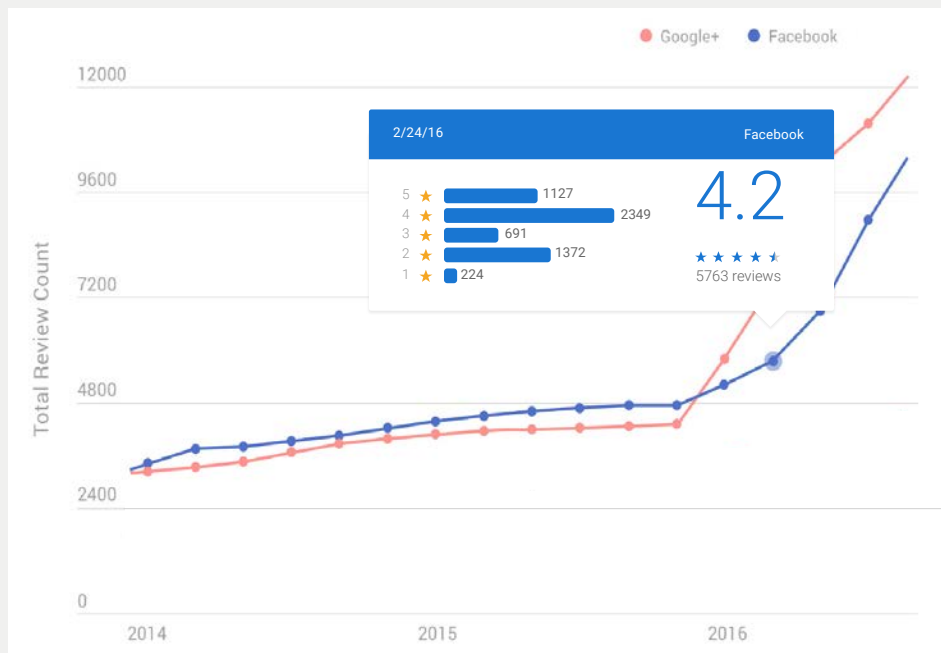


THE RESULT

More reviews and more visibility lead to more patients

Aspen Dental's dedication wiring decisions around patient feedback proved quite impactful. After adding several more locations, Aspen Dental not only maintained its high ratings, but improved its overall score nationwide from 3.8 to 4 stars. All Aspen Dental Management's offices now receive a steady flow of authentic patient reviews through a completely automated feedback collection process.

In less than three months with Birdeye, Aspen Dental more than quadrupled its Google review count, and more than doubled its total Facebook reviews.

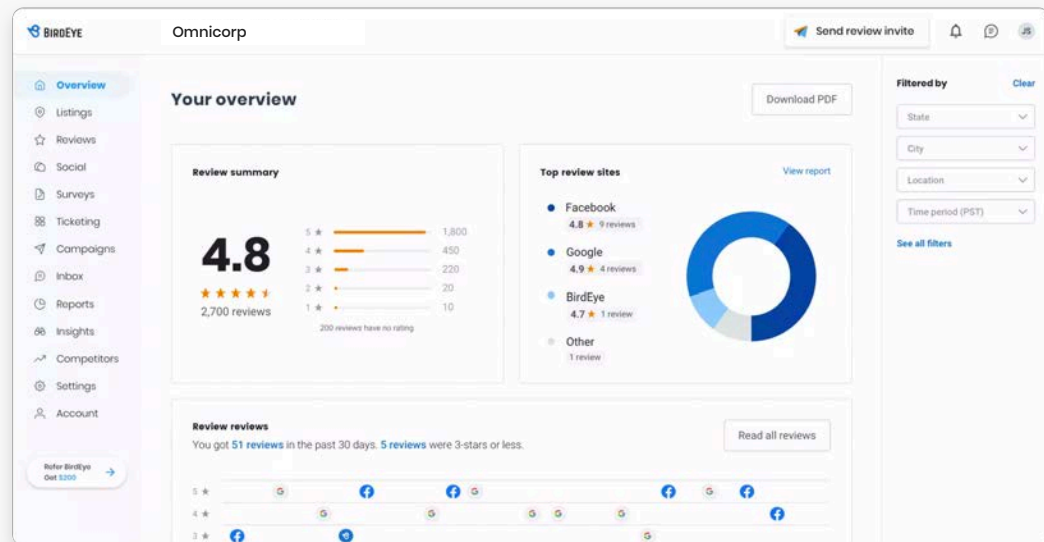


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About BirdEye

The all-in-one customer experience platform that provides businesses with the tools to deliver great experiences at every step of the customer journey.



Birdeye is an all-in-one customer experience platform that provides businesses with the tools to deliver great experiences at every step of the customer journey.

More than 60,000 businesses of all sizes use BirdEye every day to be found online and chosen through listings and reviews, be connected with existing customers using text messaging, and deliver the best end-to-end customer experience with survey, ticketing and insights tools.

Want to learn more? Head to our website and see why over 60,000 businesses trust BirdEye to help them be found, be chosen, be connected and be the best.



Birdeye products

Birdeye is the only comprehensive platform for customer experience that offers a range of products that scale with your business.



Listings

Manage your business listings on 50+ sites to rank higher everywhere online. Dominate local SEO with your custom Birdeye profile.



Reviews

Get customer reviews on sites that matter to your business and boost customer happiness by leveraging feedback from 150+ review sites.



Referrals

Let your customers refer your business to their family and friends and get new customers through word of mouth.



Interactions

The single customer interactions software for your team to connect with leads and customers through text, live chat, video and bulk messaging.



Surveys

Connect with your customers at any point in their journey by engaging at the right time, in the right channel, with simple and effective surveys.



Ticketing

Convert reviews, social mentions and survey responses into support tickets and solve issues before they escalate.



Insights

Dig beneath reviews, ratings, customer feedback, and survey scores to discover what's working, what's not, and where.



Benchmarking

Analyze your competition through customer feedback to understand where you rank in your industry and leverage competitive insights to get ahead.

See how Birdeye can help you grow your business!

Call us at **1-800-561-3357**, **schedule a demo** or visit **www.birdeye.com** for more information.