

SUCCESS STORY

# 100-Year-Old Dental Company Increases Revenue, Order Size

**INDUSTRY**

Health/Medical

**LOCATION**

North America



## Challenge

This leading provider of quality dental care wanted to increase revenue by recruiting an expert customer service team to highlight their unique offerings, such as Saturday appointments, pricing quotes, a network of locations across four states, and various promotional offers.

## Solution

Our team of customer service agents leveraged their substantial experience to better assess customer needs, using that assessment to guide callers toward relevant promotions and offers and assist them with scheduling and basic account maintenance.

## Impact

With KPIs like Quality/CSAT scores and book to call rates a priority, our strategy for this client hinged on the strength of our customer service agents. By educating each caller about available resources available and consistently highlighting special offers, our agents earned stellar reviews and boosted client revenue.

## A Venerable Company Grows

Our client, a dental practice management company, has helped patients access quality dental care for over 100 years. From humble beginnings in Los Angeles, our client grew to a network of over 200 offices, offering a full range of affordable dental and orthodontic services.

They approached Humach with a desire to increase revenue by better promoting special offers and other benefits through their contact centers. Assisting customers with the client's online portal and booking system lay at the heart of our client's customer interactions, and it was clear that any viable strategy would hinge on education, for agents and clients alike.

At Humach, our agents' ability to become experts in client brands and policies is a point of pride, and our efforts here were no exception. Early research into our client's brand led us to write both a set of FAQs and a series of scripts for customer interactions. From there, our agents represented the client with flying colors, passing their in-depth knowledge of their brand and policies on to consumers, who were then empowered to take advantage of resources, special offers, and other promotions.

By facilitating a mutually instructive dialogue between customer and client, Humach Agents and program managers were able to highlight potential growth opportunities and bring these to our client's attention. Customers took to these new offerings, which increased average order size and total sales numbers.

# Program Benefits



89% average customer satisfaction rate



95% satisfaction rate for Humach agents



55% Book to Call conversion (general)



45% Show to Book conversion (general)



25% Show to Book conversion for orthodontic services

**“Without Humach, our business would not have been able to grow like it has. Their expertise has proven invaluable.”**

*—Client VP of Operations*



## Services Provided

- Assessing caller needs & routing
- Price quotes
- Finding local offices
- Placing outbound calls for:
  - Appointment reminders
  - No shows
  - Rescheduling
- Promoting free 30-day trials
- Assisting customers with online portal

Humach is a purpose-driven customer experience solutions provider that empowers companies to continuously improve the customer experience. Humach combines the strength of both humans and machines to simplify, streamline, and maximize the effort of both your customers and your teams.

