



Innovative Implant and Oral Surgery  
Customer since March 2015

## More than 1,500 reviews with Birdeye drives 180,000 online visits

Innovative Implant and Oral Surgery is a two-location oral surgery practice based in Pennsylvania. Before coming to Birdeye, the practice was not doing anything to collect and leverage new patient reviews.

Because oral surgery procedures only happen rarely in a person's life, most patients coming to the practice are coming for the first time. That makes it important for the practice to be visible to potential patients. The practice realized that online reviews could help accomplish this goal, which brought Innovative Implant and Oral Surgery to Birdeye.



“Implementing Birdeye has given my patients the opportunities to share their experiences with future patients searching for an oral and maxillofacial surgery practice. New incoming patients consistently reference my reviews in consultations and first meetings. Thanks to Birdeye’s simple platform and integration with our practice management software, reviews have become a major source of patient referrals to my practice second only to our referring dental colleagues.”



**Michael B. Salin DMD**  
Oral & Maxillofacial Surgeon

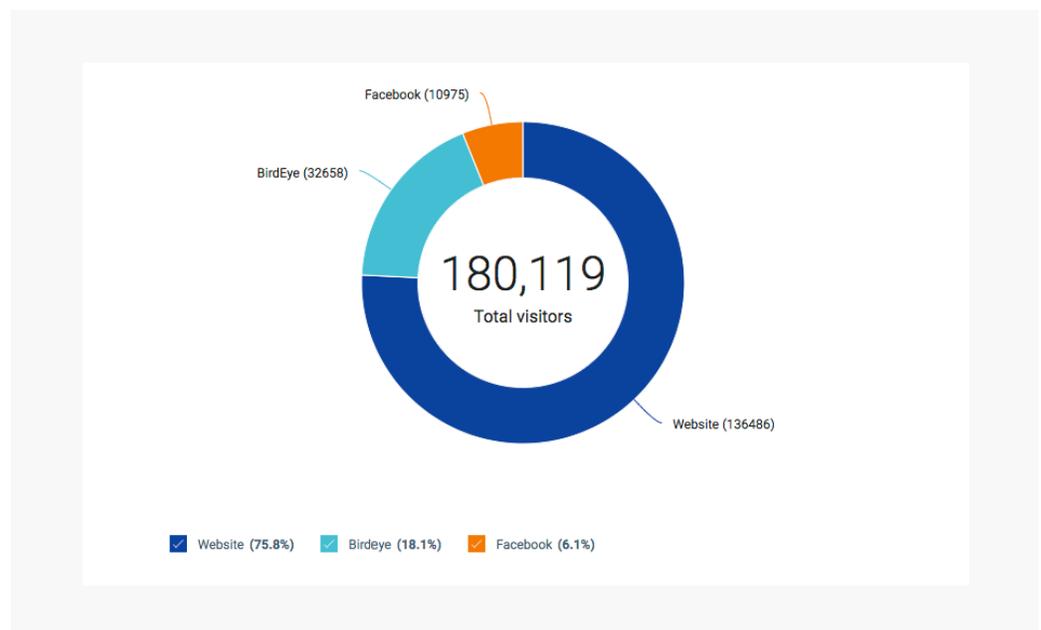


## More than 1,500 reviews with Birdeye

Before starting with Birdeye, Innovative Implant and Oral Surgery would only get a few patient reviews every year. With Birdeye, the practice was able to automate sending review requests. After an appointment, a patient would get a review request from Birdeye. The impact was immediate. In 2018, the practice received more than 550 authentic patient reviews.



These new reviews have helped Innovative Implant and Oral Surgery's visibility. Additionally, more than 180,000 visitors to their Facebook page, company website, and Birdeye business profile have seen their impressive reviews.





## Promoting reviews on social media

Innovative Implant and Oral Surgery promotes its reviews on social media platforms like Facebook. Birdeye gives businesses the ability to share positive reviews automatically. Followers can immediately see the glowing opinion of loyal customers.

## Fixing listings across the internet

Before coming to Birdeye, Innovative Implant and Oral Surgery had inconsistent listings across the web. On certain review platforms, the practice would have incorrect contact information, but in some cases, the practice had no listings at all. These inconsistent listings had the potential to cause confusion amongst patients and lead to a lower search ranking.

With Birdeye, the practice made sure that its listings were correct across all platforms. All the practice had to do was fill in the correct business listing information, click a button, and wait for Birdeye to automatically do the rest in the matter of hours.

Here's what Innovative Implant and Oral Surgery's listings looked like before Birdeye:

Site Name	Business Name	Address	Phone	Status
Google	Innovative Implant and Oral Surgery	1300 Bridgetown Pike	(215) 322-7810	Listing Unverified
Facebook	Nissman & Salin Oral, Maxillofacial & Implant Surgery	1300 Bridgetown Pike	(215) 322-7810	Wrong Name And Phone
Bing	Nissman Charles B DDS	137 W Street Rd	(215) 322-7810	Wrong Information
Yellow Pages Goes Green	Not Found	Not Found	Not Found	Business Not Found
Yahoo! Local	Nissman, Charles Dr- Nissman Salin OMS PC	137 W Street Rd	(215) 322-7810	Wrong Information
Foursquare	Not Found	Not Found	Not Found	Business Not Found



And here's what they looked like after Birdeye:

**Your listing report**

Site Name	Business Name	Address	Phone	Status
Bing	Innovative Implant and Oral Surgery	1300 Bridgetown Pike	(215) 322-7810	Live
Yellow Pages Goes Green	Innovative Implant and Oral Surgery	1300 Bridgetown Pike	(215) 322-7810	Live
Yahoo! Local	Innovative Implant and Oral Surgery	1300 Bridgetown Pike	(215) 322-7810	Live
Foursquare	Innovative Implant and Oral Surgery	1300 Bridgetown Pike	(215) 322-7810	Live
MapQuest	Innovative Implant and Oral Surgery	1300 Bridgetown Pike	(215) 322-7810	Live
Localcom	Innovative Implant and Oral Surgery	1300 Bridgetown Pike	(215) 322-7810	Live
Elocal	Innovative Implant and Oral Surgery	1300 Bridgetown Pike	(215) 322-7810	Live

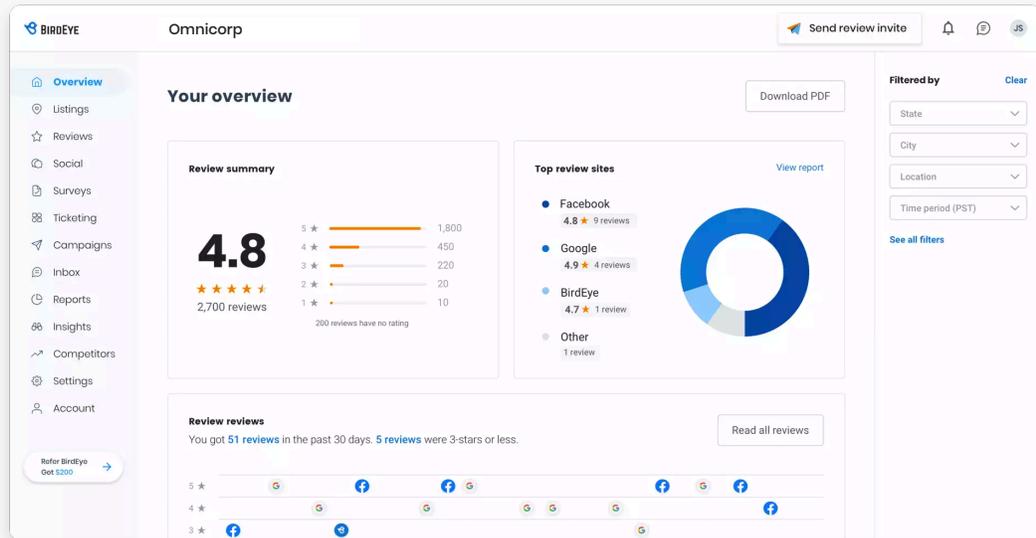
## Driving growth with Birdeye

With Birdeye, Innovative Implant and Oral Surgery has improved its online reputation. With the combined power of reviews and listings, the practice is able to be found and be chosen by potential patients like never before.



# 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](http://www.birdeye.com)** for more information.