300 More reviews and better patient interactions with Birdeye

Brockport Smiles is a one-location dental practice located in Brockport, New York. Before coming to Birdeye, the practice was facing two problems: very few reviews and difficulty communicating with customers.

Brockport Smiles only had three reviews on Google. While the team was asking patients to leave reviews in-person, these efforts weren't leading to any results.

The practice also needed a better method of communicating with patients. Brockport Smiles was aware that many patients were looking to communicate via text message rather than phone or email. Patients saw text messaging as both convenient and dependable.

Brockport Smiles realized that Birdeye could help solve both of these problems. An added advantage was that Birdeye integrated with Dentrix, the patient management system that Brockport was already using.

Brockport *Smiles*

"I love the Birdeye chat feature because it frees up time and phone lines for our team. I also love that it gives patients who have dental anxiety a platform to connect with us without making a phone call and spiking their anxiety."

Kristin Romero
VP of Marketing

More reviews on sites like Google

Birdeye made it easy for Brockport Smiles to get more reviews from patients. Birdeye took care of the process by automatically sending review requests with Dentrix integration.

Patients would receive a text or an email on the same day of their visit asking for a review, with direct links to sites like Google and Facebook. Unlike before, where patients were forced to look for Brockport Smiles's profile on different review sites, all patients now have to do was click a link. The process was simple, quick, and easy.

This worked wonders and Brockport Smiles saw great results. The practice went from just 3 reviews to over 330 reviews on Google in the past year and a half.

Easy interaction with patients

Knowing that patients preferred text over phone calls, Brockport Smiles decided to start using Birdeye Messenger. Birdeye Messenger allows businesses to manage all text interactions in one place — the Birdeye dashboard. Now it's easy for team members to text patients and respond to their inquiries.
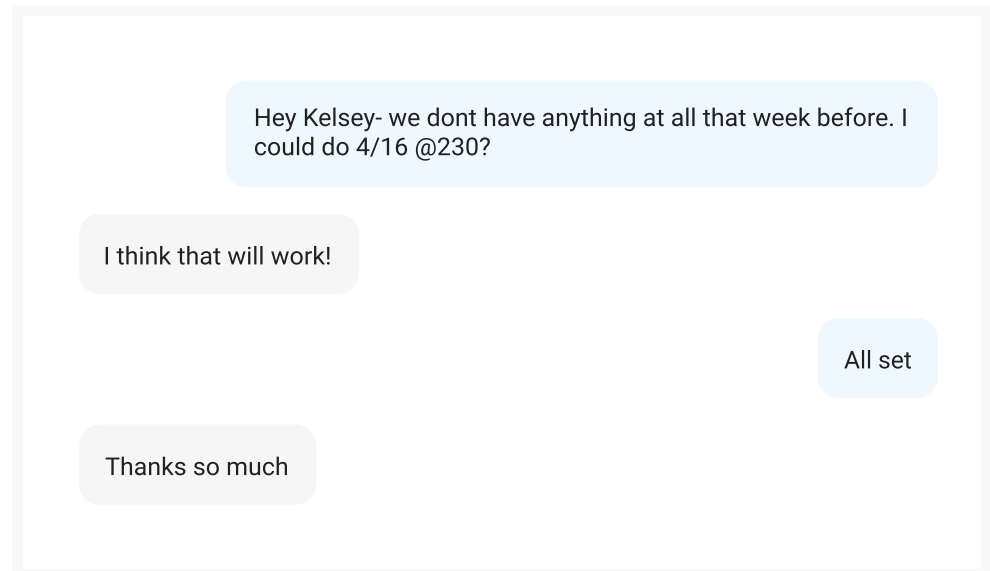
> Well I'm retiring so I need to find insurance. My wife and I are also looking for a dentist and dr Thaney was recommended to us.

> Do you have any cobra policies available through your employer you are retiring from? Congratulations by the way!
>
> It is increasingly difficult to find insurance coverage as an individual and not through a group. A few things you should be weary of: waiting periods. Many times buying coverage as an individual they will make you pay into it for a certain amount of time (6 mos, 12mos etc) before they cover anything. Also take into consideration the annual max. Be cautious that you arent paying more into it then they will pay out.
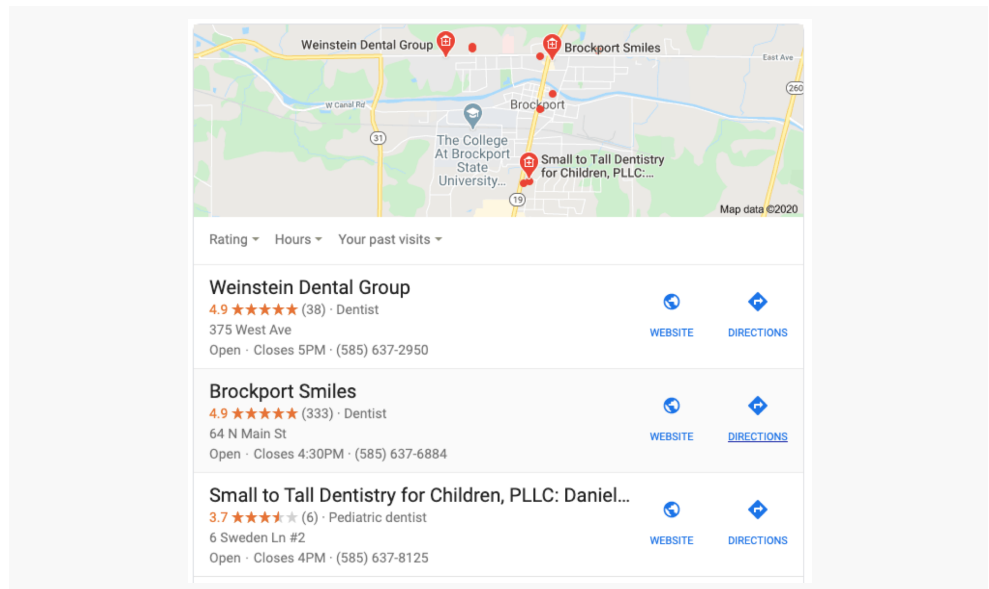
Brockport Smiles also uses webchat, which allows website visitors to send messages to the practice. All the patient has to do is enter their name and phone number followed by their question. Brockport Smiles found that potential patients now send questions through chats instead of calling, which not only saves time on calls but also helps them capture more leads.

Hey Kelsey- we dont have anything at all that week before. I could do 4/16 @230?

I think that will work!

All set

Thanks so much

The practice has said that using Birdeye's Webchat has led to a substantial increase in new patients. Messenger has been especially great for the few patients who have anxiety about dental procedures. Some of these patients wouldn't be willing to make a phone call but are more than happy to use text to communicate.
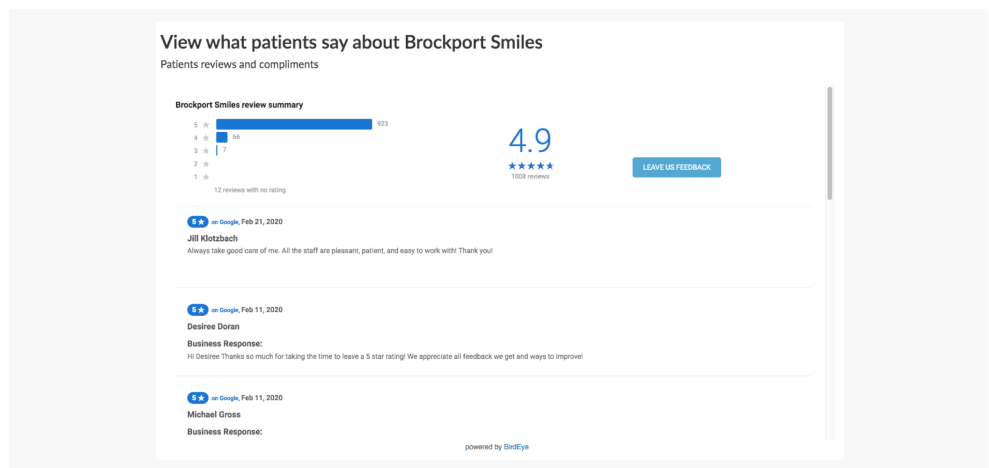
More visibility in local search

Since reviews are such an important factor for Google's search algorithm, Brockport Smiles is now ranking in the local map pack: the top three practices that show up in search results. The practice stands far above competitors when it comes to reviews and social proof, making it the obvious choice in the area.

Social proof with patient reviews

When a potential patient comes to Brockport Smiles's website, they are now able to see social proof from all over the Internet. Birdeye's live review feed pulls in reviews from patients on different review sites. The feed updates constantly, so it requires no maintenance from team members.
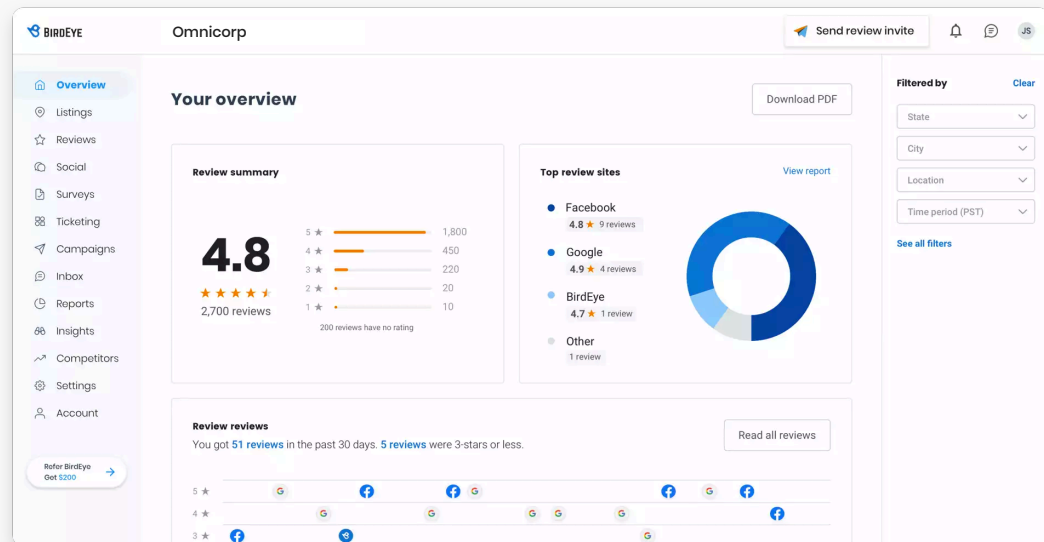

Driving Growth with Birdeye

Brockport Smiles is no longer having trouble collecting reviews and communicating with patients. It's now easier than ever for Brockport Smiles to get discovered, connect with patients through text and webchat, and grow revenue.

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.

BIRDEYE