



BirdEye for Dr. Dennis Brender DDS

Client since: June 2015

## 739% more reviews leads to 200% more patients per month

After 30 years of providing expert dental care to patients in Austin, Texas, Dr. Dennis Brender was ready to retire and sell his practice. However, finding interested buyers was going to be difficult since his practice was on a decline and ranking well below all other dentists in his zip code online.

"Nobody knew about me. I was down to about 8 to 12 new patients a month. A person with my size of practice needs 15 to 20 new patients a month", said Dr. Brender.

With the business slowing down and practically no presence online, he was having difficulty finding anyone to buy his practice. The closest he had come to selling was an almost year-long negotiation that didn't materialize. He had only two options left – sell his practice on the decline for a very low price, or improve his practice's reputation so the next owner could have a strong start.

"My gross was at \$700,000 and the next year I'm up at \$750,000, then more than \$800,000. The only thing I did differently was use BirdEye."



**Dr. Dennis Brender.**  
at Treaty Oak Dental



In all his years practicing, he had never advertised. His practice got new patients entirely on a referral basis. He knew he would have to make a change in order to build an online reputation and grow his patient base.

"I decided I would help out whoever was going to be buying and start marketing," said Dr. Brender. "That's what led me to BirdEye."

## Building a solid online reputation from scratch

With BirdEye, Dr. Brender was able to start proactively asking all his happy patients to write reviews by sharing a text message on their cell phone as soon as their appointment was over.

"When patients come in, we say 'We have a little review process, would you be okay if we send it to your cell phone, so you can write a review?'," said Dr. Brender.

He launched SMS and email review request campaigns that yielded impressive 21% and 15% conversion rates, respectively.

### Usage reports for selected time period

You have **133** reviews, **15.6%** email conversion and **21.8%** SMS conversion.

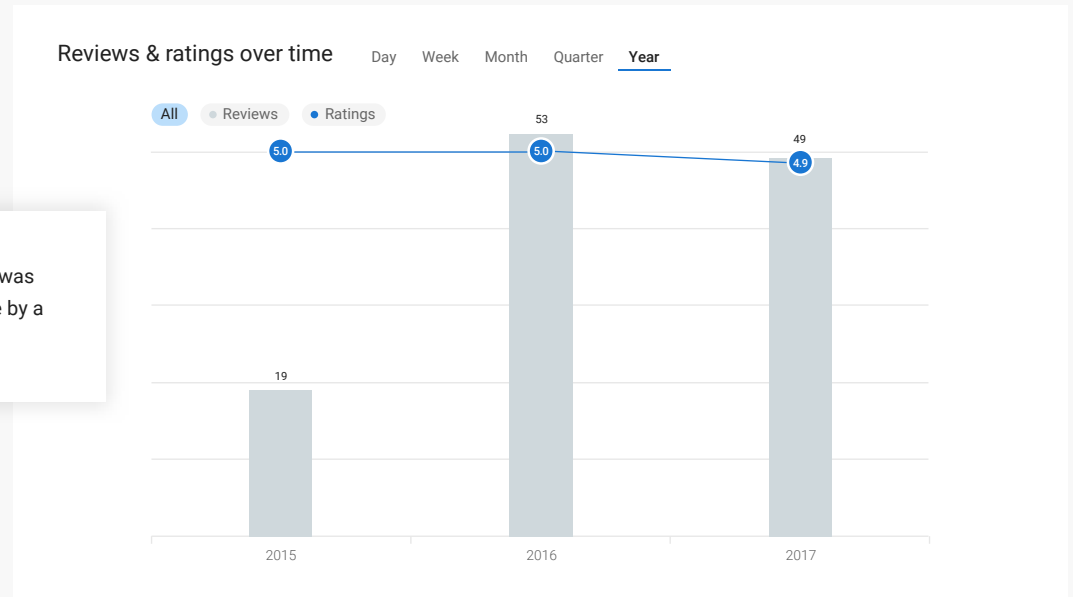


*SMS and Email Conversion Rate After BirdEye*



## Rapid increase in review volume across top sites

His proactive efforts paid off. In just over a year, Dr. Brender was able to increase review volume by a whopping 739%. On top of this, his dental practice's average rating increased from 4.6 to 4.9.



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## Dominance in local search results

Dr. Brender maximized the power of reviews from his happy patients by marketing them on his website. The steady flow of new reviews across multiple sites and rapid improvement in overall ratings not only brought Dr. Brender's practice to the top of local search results -- his practice has the highest ratings and most reviews of the dentists featured in the local pack.

A year after starting review request campaigns with BirdEye, Dr. Brender was seeing more than 40 patients each day and his annual gross had increased by 7%. "BirdEye changed the whole thing, because that's the perception you see on Google," said Dr. Brender.



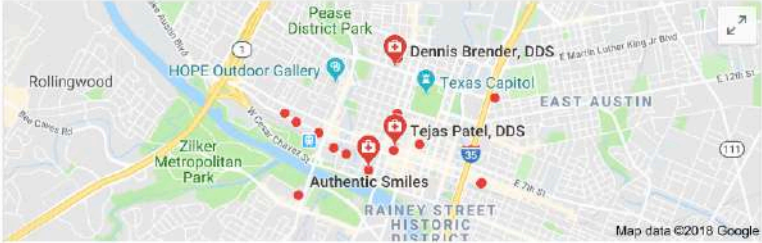
Google

dentist in downtown austin

All Maps Images Shopping News More Settings Tools

About 617,000 results (0.69 seconds)

**Austin Dentistry | New Patients Welcome | carusdental.com**  
[Ad newpatient.carusdental.com/](#)  
Flexible Appts & Convenient Austin Locations. Schedule Your Appointment Now  
Convenient Offices · Our Dental Services · Request an Appointment  
Services: Preventative Dentistry, Restorative Dentistry, Children's Dentistry, Orthodontics, Cosmetic Den...



Rating Hours

**Dennis Brender, DDS**  
4.9 ★★★★★ (127) · Dentist  
507 W 15th St · (512) 478-4411  
Closed · Opens 7:30AM Tue  
[WEBSITE](#) [DIRECTIONS](#)

**Tejas Patel, DDS**  
4.8 ★★★★★ (63) · Dentist  
221 W 6th St Suite 940 · (512) 476-2336  
Closed · Opens 8AM Tue  
[WEBSITE](#) [DIRECTIONS](#)

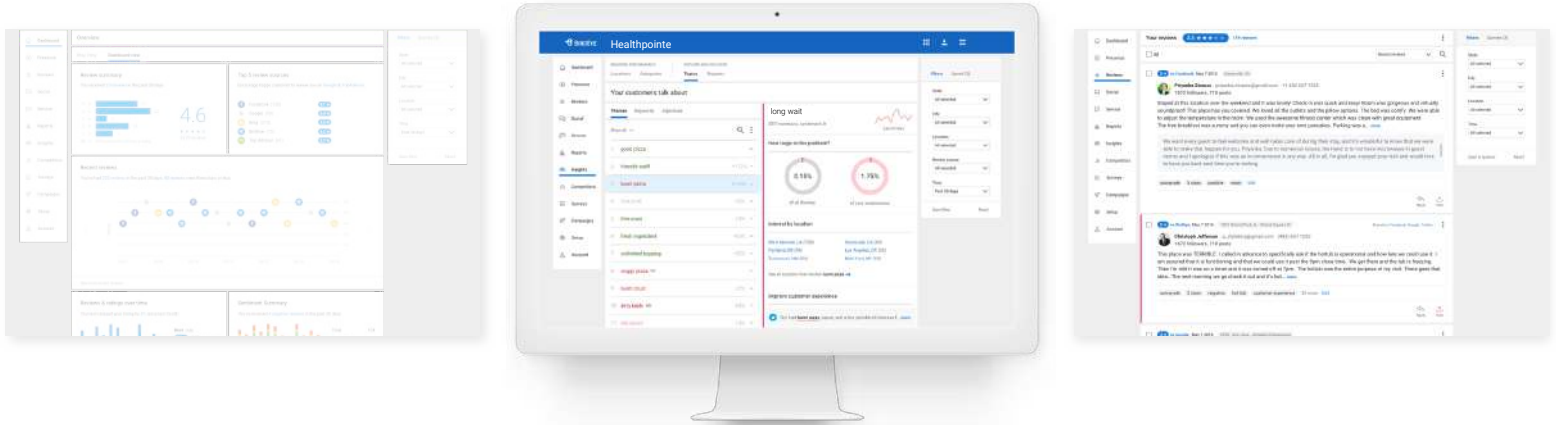
**Authentic Smiles**  
4.9 ★★★★★ (10) · Dentist  
2nd Street District  
211 San Antonio St · (512) 330-9403  
Closed · Opens 9AM Tue  
[WEBSITE](#) [DIRECTIONS](#)

[More places](#)

With such a stellar online reputation and skyrocketing revenue, Dr. Brender began getting approached by many interested buyers. He had five people lined up by the time he sold his practice for 100% of his asking price, with bank funding at 110% to help the new owner start off strong. At the time he sold, he was seeing more than 20 new patients a month. With all the success that Dr. Brender had, it's no surprise the new owner of the practice is also using BirdEye to keep more and more new patients coming through the door.



# About BirdEye



BirdEye is a SaaS platform reimagining the way customer feedback is used to acquire and retain connected customers by closing the loop between business reputation and customer experience. The BirdEye platform captures real-time customer feedback, ratings and sentiment across every channel — review sites, social media, and surveys.

With BirdEye's tools, businesses can engage in every step of the customer journey, establish a positive online presence, and benchmark performance across locations and against competitors.

In today's reputation economy, BirdEye provides the eyes, ears and algorithms necessary to create a stand-out customer experience that pleases a digital consumer society reliant on instant gratification.

To see the BirdEye platform in action, visit [birdeye.com/scan-business/](https://birdeye.com/scan-business/)

To learn more, go to [birdeye.com](https://birdeye.com) or call toll-free #1-800-561-3357.



## BirdEye features

The platform that drives your customers to become your marketing engine, out of the box.



### Listings

Fix your business listings on 50+ sites and boost SEO with a custom microsite for each business location displaying your best reviews and up-to-date business information.



### Review generation

Easily get new reviews from your happy customers on sites like Google and Facebook via automated real-time emails or text messages.



### Review monitoring

Monitor all your reviews from 250+ sites in real-time, from one place. Track progress with detailed reports of reviews and ratings over time, by source, and by location.



### Review management

Receive real-time new review alerts and respond instantly to all feedback from one place to solve problems before they become problems.



### Review marketing

Maximize the power of happy customer voices. Auto-promote your best reviews on your website, blog, search engines, and social pages like Facebook, Twitter and Google+.



### Social

Monitor, post, and engage with customers across blogs, forums, news sources, and social media networks - all in one place.



### Webchat

Convert every incoming chat from a website visitor into a text message conversation. Interact with prospects anytime, from anywhere to convert website clicks into customers.



### Ticketing

Resolve problems proactively. Assign support tickets to reviews and social comments. Track issue resolution and measure employee performance with detailed service reports.



### Insights

Identify the root causes driving sentiment for reviews, social media comments and survey responses. Turn insights into actions that drive meaningful results.



### Benchmarking

Get the same insights into your competitors' customers that you have for your own. Benchmark strengths and weaknesses and identify opportunities to capture market share.



### Surveys

Easily design custom surveys that engage customers in real-time. Measure customer experience, employee satisfaction, conduct market research, and more.