BirdEye

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

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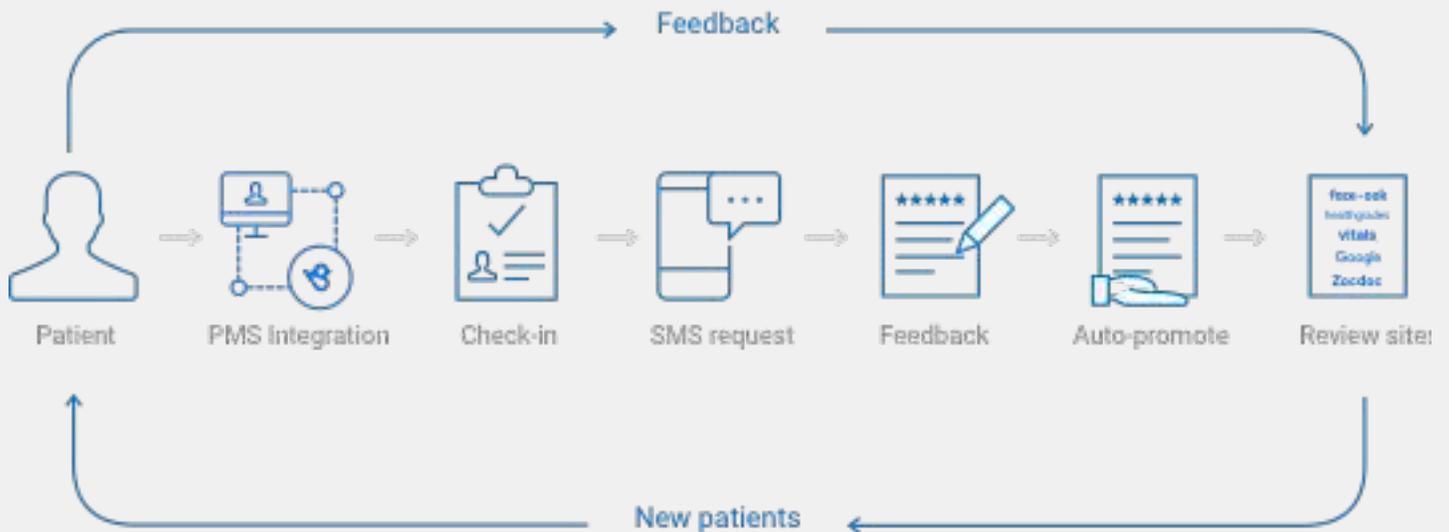
Patients check in and provide feedback without any involvement from practitioners or staff. Each practice can use this real-time feedback to improve future patient experience.

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.
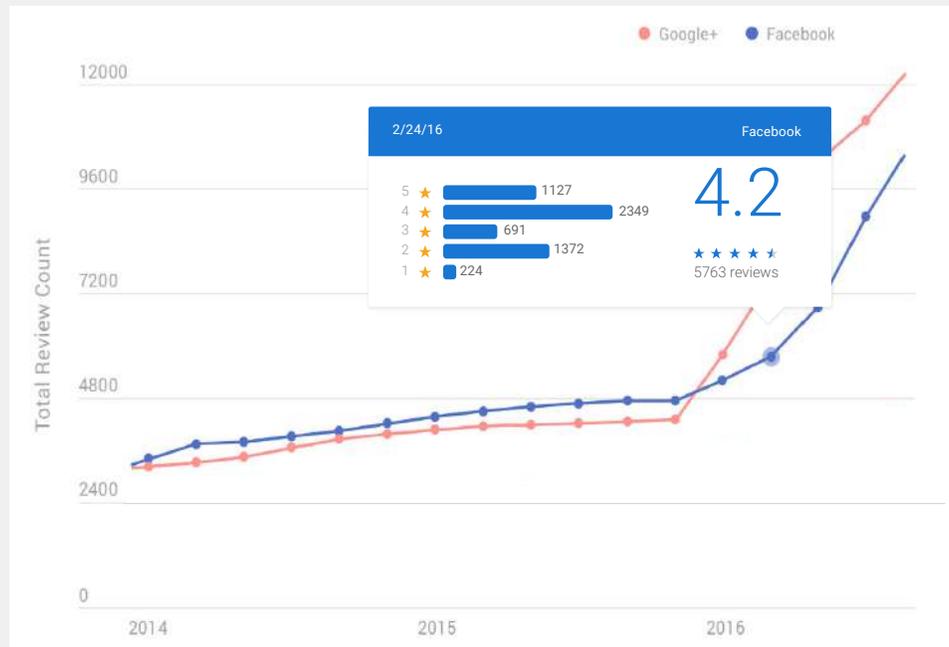

In less than three months with BirdEye, Aspen Dental more than quadrupled its Google review count, and more than doubled its total Facebook reviews. As more reviews are received and promoted, online reputations are strengthened, building the trust required to draw in new patients.

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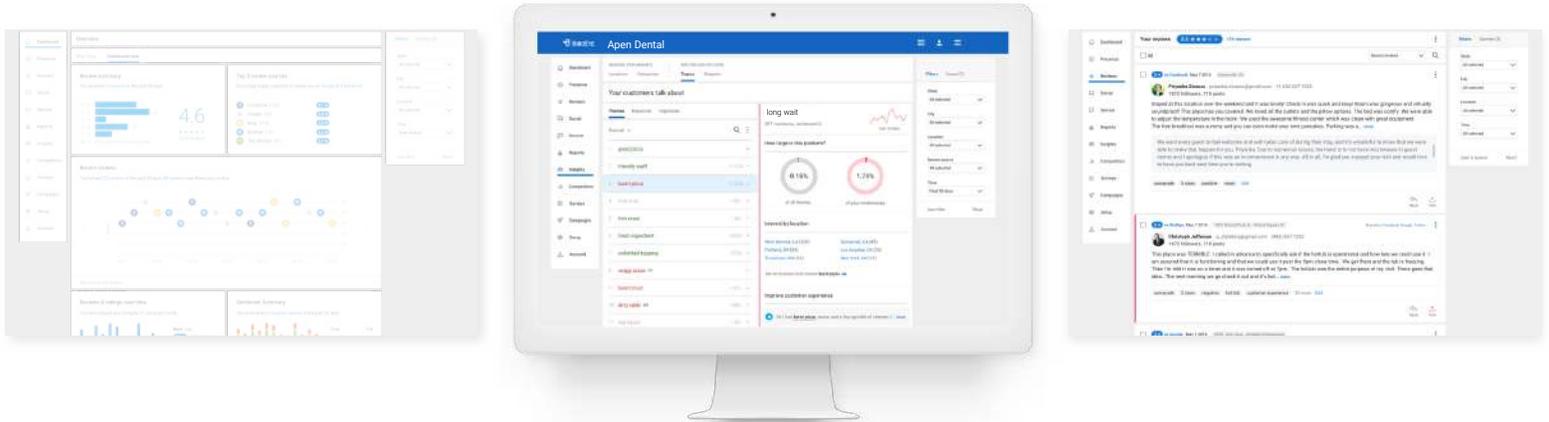
BirdEye is a SaaS platform reimagining the way customer feedback is used to acquire and retain connected customers by closing the loop between business reputation and customer experience. The BirdEye platform captures real-time customer feedback, ratings and sentiment across every channel — review sites,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