



BirdEye for Sona Dermatology & MedSpa

Client since: August 2016

496% increase in Google reviews boosts visibility and revenue

Wanted more insight into patient experience

With branches in 18 cities across the U.S., Sona Dermatology & MedSpa has been providing exceptional skincare products and services for 2 decades.



"Being able to send email and text review requests have allowed us to reach more people. We also have a better eye on all of the reviews that are coming in. This allows us to be more proactive in our responses, especially for those negative reviews. The faster we can reach out to our clients about any concerns, the better."



René Fielder

Chief Marketing Officer
Sona Dermatology & MedSpa



Sona Dermatology & MedSpa's patients continually raved about their experience after an appointment, but they were not sharing their opinions on review sites for other patients to see. This was not only causing Sona's clinics to rank below competitors on Google; it also meant Sona had no way of understanding how patients felt about their experience, and where improvements needed to be made. Asking patients for reviews in person proved ineffective, since even the most satisfied patients would forget to follow through.

In order to increase their online visibility and acquire more patients, Sona needed to collect significantly more reviews on top sites like Google -- across all its locations. To achieve this, Sona needed a more effective way of requesting reviews from patients immediately after every appointment, with the ability to make the review process easy enough to increase conversion from review request to actual review. This is what led them to BirdEye.

Automatically promote patient voices across the web

With BirdEye, Sona Dermatology & MedSpa was able to send automated review request SMS and emails to each patient following an appointment. These requests directed customers straight to review sites like Google and RealSelf, where they could easily write a review in one click.

Automatic new review alerts from BirdEye notified Sona the moment reviews were posted for any of their locations, enabling them to respond directly to any reviews and address patient concerns immediately.

BirdEye also built a custom, SEO-optimized review microsite for each Sona Dermatology & Medspa location, displaying its reviews from all sites, as well as up-to-date practice information and the ability for site visitors to book an appointment directly from the page.



More reviews, more visibility, happier patients

Sona Dermatology & MedSpa's dedicated efforts to collect and manage new reviews paid off: in just 18 months with BirdEye, Sona increased its Google review volume by a whopping 496% organization-wide and their efforts to improve patient satisfaction earned them, with an average rating of 4.4 stars. Patients shared their love for Sona on sites other than Google too -- the company experienced a 166.60% increase in overall reviews in the same time period.

The constant stream of new reviews also provided Sona with the ability to identify what patients loved about their practice, and where improvements needed to be made. This insight allowed them take action to adjust operations to prevent customer issues from arising in the future.

The screenshot displays the Google Business Profile for Sona Dermatology & MedSpa of DFW - Grapevine. At the top is a banner image of the clinic's interior. Below the banner, the business name is followed by a 4.9-star rating and 158 reviews. A 'WRITE A REVIEW' button is visible. To the right is a map showing the location at 1235 South Main St, #150, Grapevine, TX 76051. Below the map are links to call the business, visit the website (https://sonaesthetics.com), and view the business hours (9:00 am - 6:00 pm). Social media links for Google, Facebook, Twitter, LinkedIn, and YouTube are also present. A 'Request appointment' button is located at the bottom right. The main section of the profile lists several reviews from patients, including one from 'Nataasha' who gave a 5-star rating and another from 'nancy7224' who gave a 5-star rating. The profile also includes a 'ABOUT' section with a description of the services offered.

Sona Dermatology & MedSpa of DFW - Grapevine
4.9 ★★★★★ 158 reviews | Wellness | Grapevine, TX 76051

4.9 ★★★★★
158 reviews

Reviews (87) | Google Reviews (71) | Sort By: Newest

oooo8ak on RealSelf
★★★★★ 2 months ago
Nataasha is the best! She is a perfectionist at heart. Always on point and paying attention to even the slightest details. I've gotten Botox, Juvederm and Vobella. She will always be cautious and go with less is more, but you can always add more later... better than being sorry you went too far! Her goal is to help you meet your goals. She is also a pleasure to visit. I always look forward to seeing her :)

nancy7224 on RealSelf
★★★★★ 7 months ago
My experience at SonaMedSpa at grapevine was awesome. I went in to consult about a bad laser treatment I had a month ago I was so depressed about my face. I took a chance with Sone Medspa, went in for a consult on Thursday and the staff was very nice. They assured me that they can help me look and feel better. I went in the following Monday and had my first photofacial treatment and let me tell you within 24 hours I look 75% better the brown spots on my face are almost gone. I cried happy tears. I am so thankful that I went to Sone Medspa for this. I love the staff and to my aesthetian. She was so kind and gentle. She tells me what she's about to do each step throughout the procedure. I can ... more>>

cameronmeritt on RealSelf
★★★★★ a year ago
Amazing Services and I love that they have all medical professionals that perform them. Great results and the staff treat you like family! I recommend Sona Medspa to everyone. Their prices are the best around. They make sure you have the best service as well as the safest. All FDA approved technology and the latest on the market. Love them!

cameronmeritt on RealSelf
★★★★★ a year ago

Tina on RealSelf
★★★★★ 2 years ago
The technician who did my Pixel treatment did a thorough job. She helped to calm my anxiety about the treatment.

Helen L. on Yellow Pages
★★★★★ 2 years ago
My first visit was great! The staff were extremely nice and helpful. The facility was clean and nice, and they made sure I was comfortable.

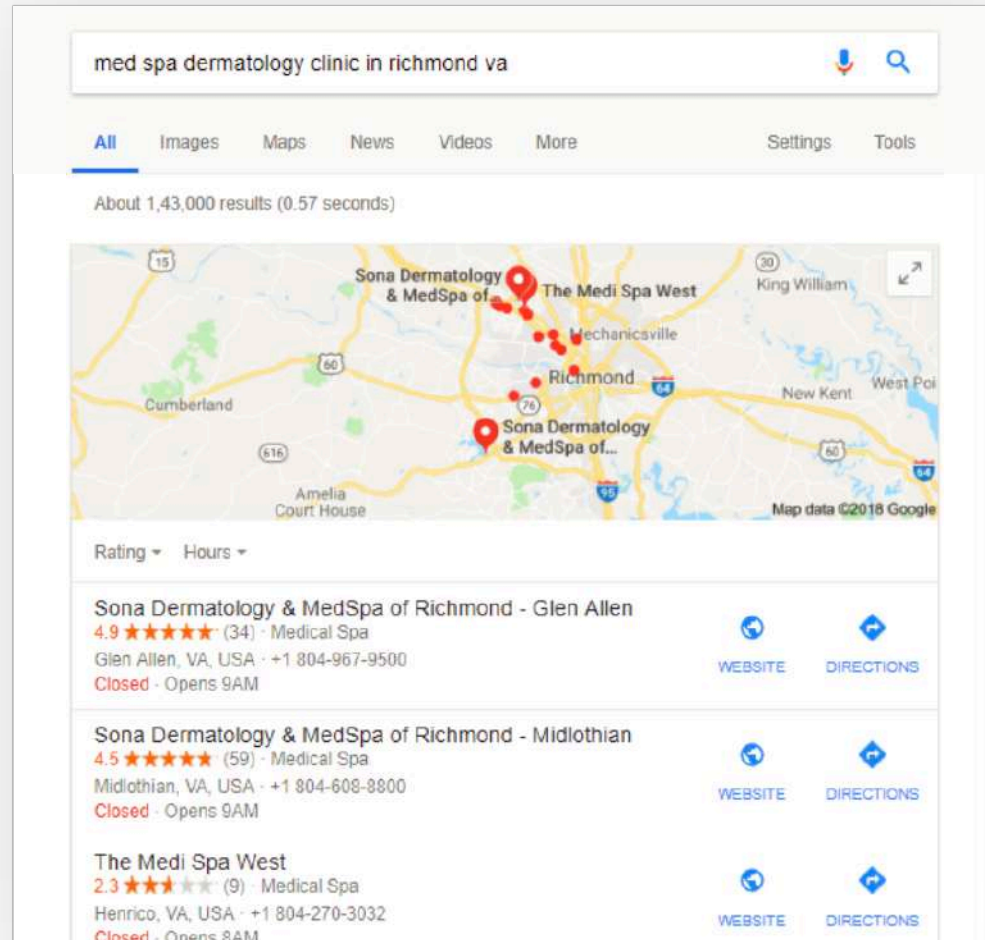
Request appointment

ABOUT
At Sona Dermatology & MedSpa, you'll find exceptional patient-centric care with a comprehensive offering of medical and cosmetic services. Our goal is to provide you high quality skin care using leading edge technology and medical expertise -- all in a warm, welcoming environment. We're redefining the doctor's office visit to start you on your lifetime journey toward optimal skin health and appearance.

Just minutes from DFW Airport, Sona MedSpa of Dallas-Grapevine offers a variety of services including:
- Laser Hair Removal- Sona's advanced laser hair removal technology is a safe, comfortable and proven solution, removing hair from virtually any part of your body and



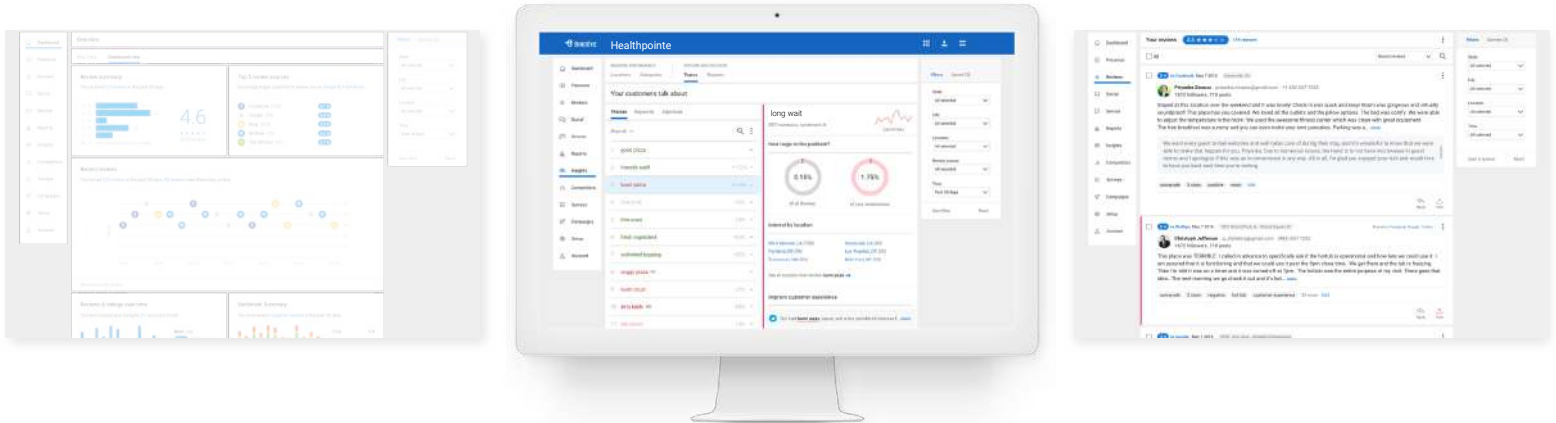
The drastic increase in review volume for each location, coupled with review marketing through BirdEye microsites, propelled Sona Dermatology & MedSpa's locations to the number 1 and 2 results in relevant online searches.



Sona Dermatology & MedSpa has set an industry benchmark for high-quality service and exceptional patient care. The company continues to use BirdEye on a regular basis to ensure satisfaction with every service, and this attention to detail brings new patients 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/

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.