BirdEye for The Pennsylvania Center for Dental Excellence
Client Since: September 2014

135.5% more Google reviews build credibility and visibility for a dental practice

Building an online reputation from scratch

Dr. Len Tau has been practicing dentistry since 1999, and in 2007 took over another dentist's office and rebranded it as The Pennsylvania Center for Dental Excellence. He knew that to get new patients, he would need to outshine fierce competition online. The most effective way to do this? Collecting reviews from his existing patients -- 84% of patients trust online reviews as much as personal recommendations.

Most of the review generation solutions available are not focused on getting reviews on Google and Facebook, and these were the sites patients cared about most. Other solutions required a lot of tedious manual work that most dentists, including Dr. Tau, simply do not have time to manage. Dr. Tau even tried asking his patients for feedback in person, but he soon realized that none of his efforts were generating results.

> "Patients are those who already see you in the office, you are looking to attract people who have never seen or heard about you before. To attract these people to your practice, you have to put your best foot forward and BirdEye allows that."
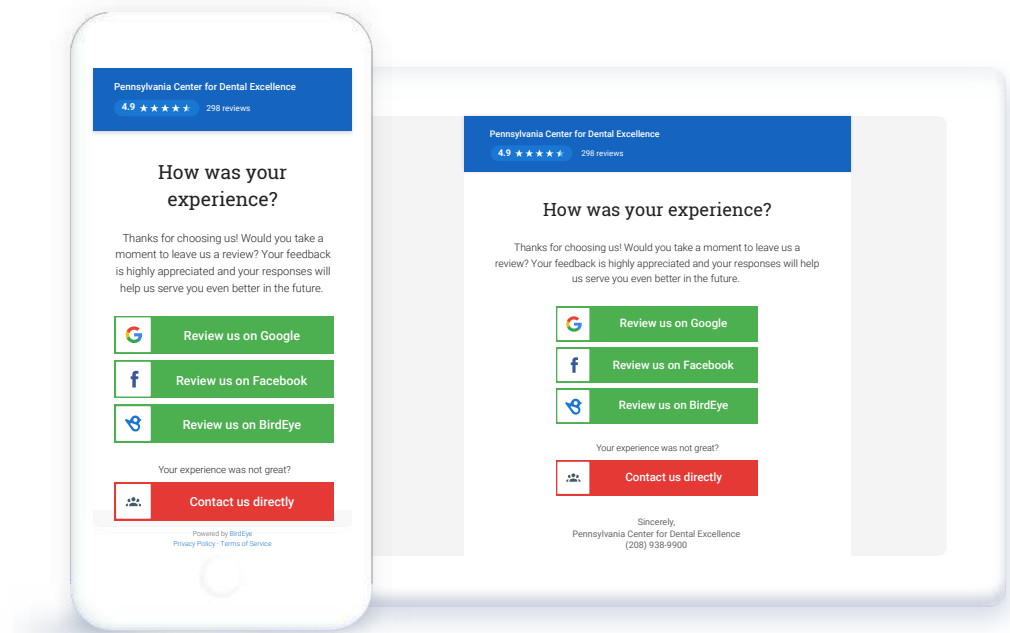
Dr. Leonard Tau, DMD
Pennsylvania Center for Dental Excellence

PENNSYLVANIA CENTER
for *Dental Excellence*
Leonard F. Tau, DMD

Collect feedback from every patient automatically

BirdEye proved to be the easy, effective review generation solution he needed. The BirdEye platform not only allowed Dr. Tau to ask every patient for a review via SMS after an appointment without lifting a finger; the platform also sent patients to popular sites like Google so they could easily write a review.

He was also able to monitor these all these reviews in one place so he knew the instant a patient was unhappy. When collecting such a high volume of reviews, negative feedback is inevitable. Dr. Tau doesn't shy away from negative reviews. His philosophy: "A bad review may spoil your breakfast, but it should not spoil your lunch."
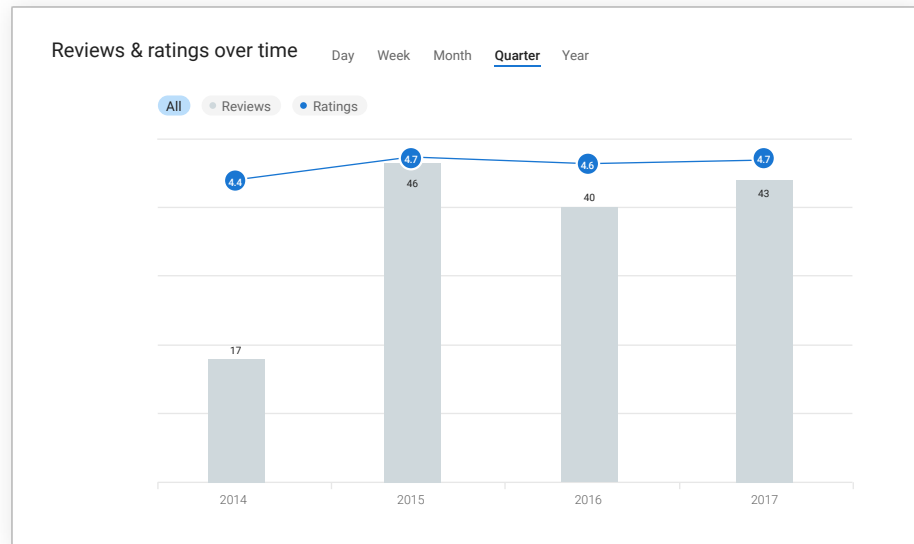
While responding to reviews is important, taking action to solve patient problems is what really makes a difference. That's why when the occasional negative review comes in, rather than simply posting an apologetic response, Dr. Tau takes the conversation offline to deal with the issue one-on-one. Acting on feedback not only improves his practice for future patients -- it may convince a patient to edit or remove their negative review.

A negative review here and there is inevitable, but having a strategy in place to manage it can minimize its damage.

More reviews, greater visibility, more new patients

With BirdEye's help, Dr. Tau has increased his Google review volume by 135.5% and collected 1800 reviews overall. He's sent thousands of review requests via SMS, and his conversion rate from review request to actual review is a whopping 46.7%.

Since Google considers online reviews an important ranking signal, all these positive reviews earned Dr. Tau's practice a spot in Google's local pack with star ratings displayed beside it, drastically boosting his click-through rate.

"My patients don't find me in insurance books or directories, but they go online and search for 'dentists in my town' or 'cosmetic dentist in Philadelphia'," said Dr. Tau. "Now when they do that, they find me right at the top of their search. I have a lot of reviews that stand me out from other dentists that don't have them. By having more reviews, you look like a 5-star dentist and that's the most important thing. It's a perception by the patients that you are a trusted business." With hundreds of great reviews, Dr. Tau has social proof of his expertise and a top spot on Google. With BirdEye, The Pennsylvania Center for Dental Excellence has built the visibility and trust required to turn people searching online into patients booking an appointment.
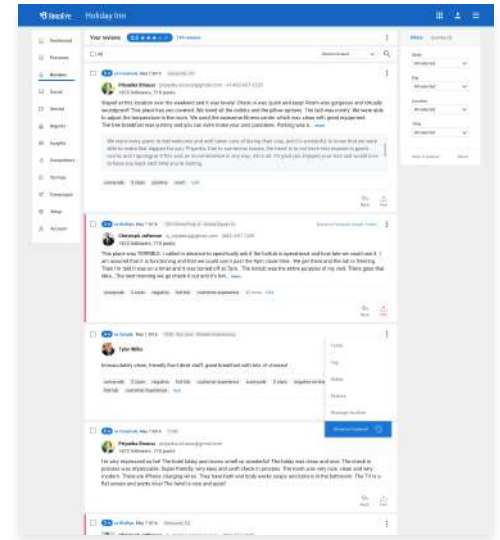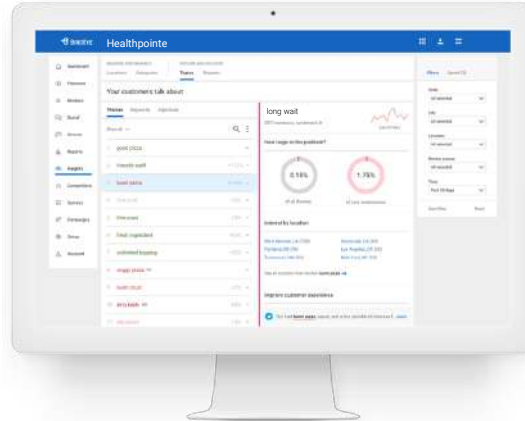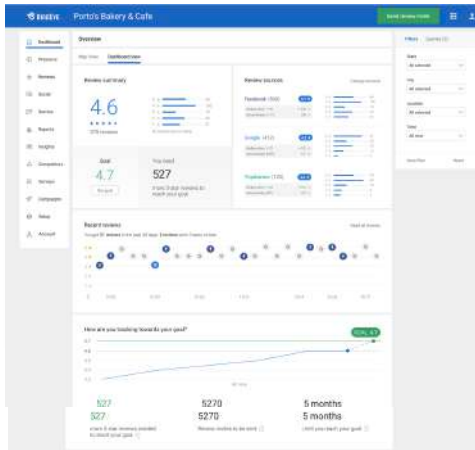
About Dr. Leonard Tau

Dr. Leonard Tau is a dentist, consultant, and speaker who travels the country educating dental professionals about tools and strategies to help them succeed in the rapidly evolving dental industry. He was approached by BirdEye in 2014, and since then has been both leveraging the platform for his own practice as well as sharing his experience and knowledge with dentists across the country as General Manager of BirdEye's dental vertical and industry expert.

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.