



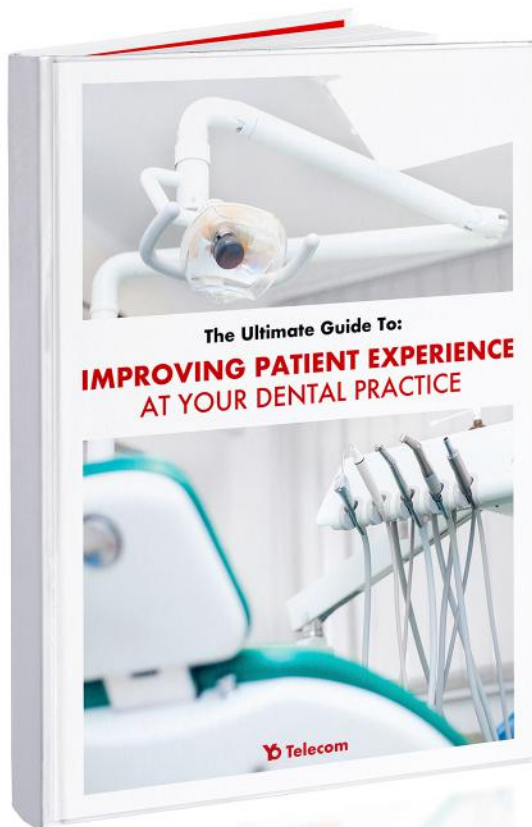
**The Ultimate Guide To:**  
**IMPROVING PATIENT EXPERIENCE**  
**AT YOUR DENTAL PRACTICE**



# WHAT TO EXPECT FROM THIS EBOOK

---

## The Ultimate Guide To: **Improving Patient Experience At Your Dental Practice**



At Yo Telecom, everything we do is to help our customer's **increase their success**. With this in mind, we've compiled this eBook to show how your communication tools can actually help you do this, whilst improving your patient's experience too.

When thinking about how you can provide a better service to your patients, your telecoms might not be the first thing you consider.

So, in this eBook we're going to show how having a great communications system can lead to an all round **better experience for both your patients and your staff**.

**As well as a look at how your telecoms can help you improve the level of service your patients receive, this eBook will also include:**

- Tips for **Improving Communication** at your Practice
- **Industry Statistics** You Need To Know
- Insight into how to **Automate Your Feedback**

# **CONTENTS**

An Introduction to Yo Telecom	<b>4</b>
Call Recording	<b>5</b>
Call Logging	<b>6</b>
Computer Telephony Integration	<b>7</b>
On-Hold Marketing	<b>8</b>
Auto-Attendant	<b>9</b>
Call Queuing	<b>10</b>
Call Transferring	<b>10</b>
Full Coverage WiFi	<b>11</b>
Automated Feedback System	<b>12</b>
Final Words	<b>13</b>
Contact Us	<b>14</b>

# AN INTRODUCTION TO YO TELECOM

## Who are we?

Childhood friends Ryan O'Carroll & Nathan Hanslip founded Yo Telecom in April 2013. Coming from family business backgrounds themselves, they'd seen first-hand the shoddy service and sky-high bills other telecoms companies were providing to small businesses. Naturally, they saw a gap in the market for a new, customer service focused telecoms provider.



Our company culture is a huge part of Yo Telecom. We're a hard-working, ambitious and energetic group of people working together to provide the best service to our customers. From our communication consultants to our technical support team, we pride ourselves on having a real family feel throughout the company. Because of this, Yo Telecom made Best Companies' Top 100 Small Organisations to Work For 2020.

## What's our vision?

Our mission is to be the #1 telecoms company in the UK for SMEs, by providing state of the art telephony and excellent customer service. Our in-house technical support team are available 24 hours a day, 7 days a week, 365 days a year.

Our objective is to bridge this gap between our customers and their clients, by making their communication professional and seamless. As such, all services we provide are carefully chosen to achieve that vision.

## Our Experience Helping Dental Practices:

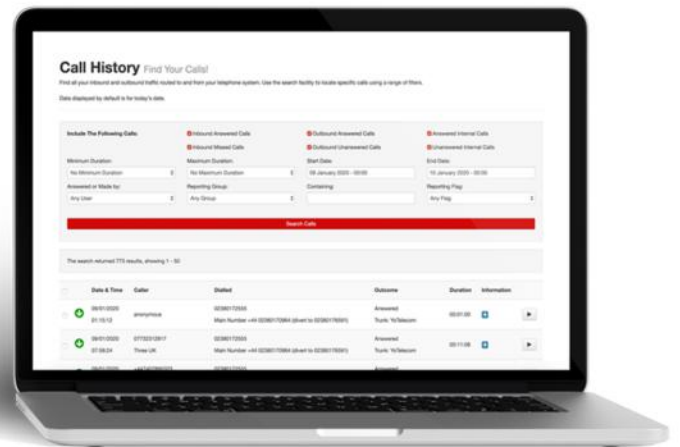
At the time of writing this eBook, Yo Telecom have helped over 400 dental practices increase their success via their telecoms. Not only do our systems make communicating with patients a breeze, but they also integrate with a range of practice management software. Not only does this save your staff's time but also helps to improve the level of service you can provide for your patients.



# CALL RECORDING

*Have all calls recorded instantly and automatically. Access the call recordings from anywhere in the world, from any device.*

Never ring a patient asking for the same details again. This feature is particularly beneficial if you didn't get the chance to note down something they said or you forget any of the details they told you over the phone. It allows you to listen back to calls and retrieve all information yourself without having to bother your patients and risk appearing unprofessional.



This feature has another great benefit; you can use your old calls to help train new members of staff. Allowing staff members to listen to old calls is a great way to teach them how your dental practice expertly deals with patients on the phone. This means they are able to deliver the same levels of service from their very first call.

Having the opportunity to listen back to calls allows you to check that your staff (new and old) are all delivering the same level of excellent service that your patients deserve. If this isn't the case, you can use excellent examples of calls to provide more training and ensure everyone is on the same page.

**61%** of consumers say that they have stopped transacting with a business after a **poor service experience**.

*- Microsoft State of Global Customer Service Report, March 2019.*

# CALL LOGGING

*Being away from the phone shouldn't mean missed opportunities. Call any number back, whether they leave a message or not.*

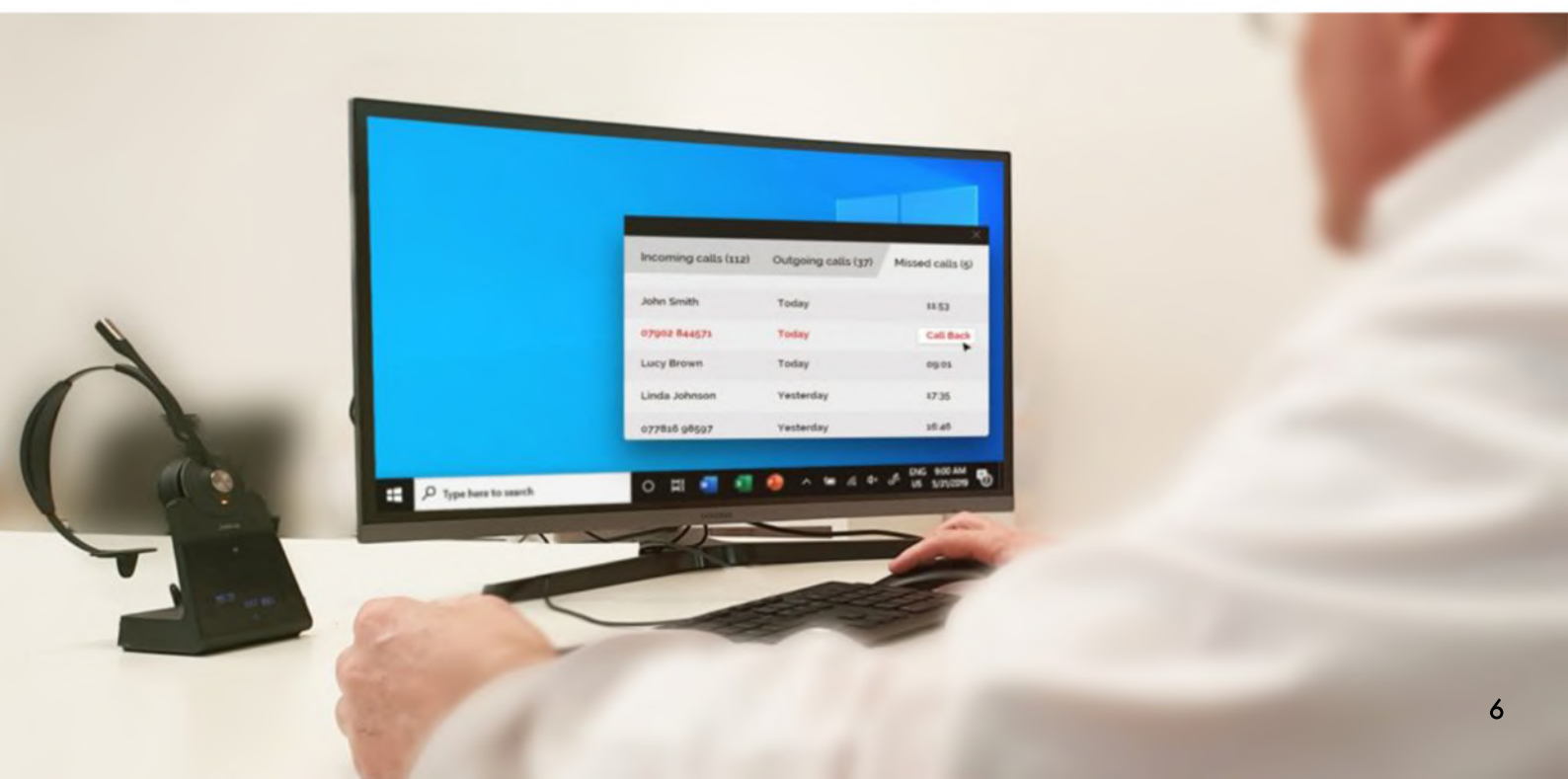
---

Assuming a caller doesn't leave a voicemail, do you have any way of checking who phoned your dental practice so that you can get back to them?

This feature allows you to see all missed calls and get back to callers at the touch of a button. Don't miss out on any opportunities. Get back to any patients (current or potential) as soon as physically possible, help them with whatever they were enquiring about and provide an excellent customer experience.

When you consider that a missed call could be from a prospective patient enquiring about veneers, the value of this feature is huge. Don't let being busy or away from the phone prevent new business.

**Strengthen your brand's name by being the business that calls their customers back, even if they haven't time to leave you a message.**



# COMPUTER TELEPHONY **INTEGRATION**

*Integrate your business phones with your computers and have patient's files appear as soon as they call. Provide a professional and personal experience.*

---

Add a personal touch to your calls by greeting patients with their name.

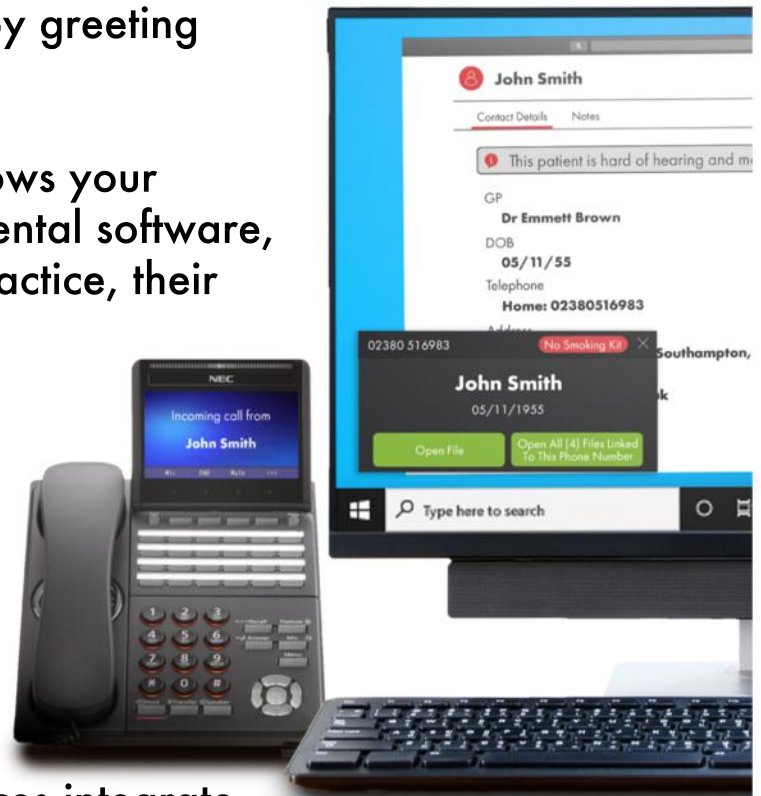
Computer Telephony Integration allows your phone system to be linked to your dental software, meaning when a patient rings the practice, their details and file appear on screen.

This not only saves them time that would have been spent identifying who they are using a date of birth or address, but adds an air of professionalism to the running of the practice.

Our phone systems for dental practices integrate with a wide range of practice management software. Wondering if we can integrate with yours? Get in touch and we'll let you know!

Another great bonus of Computer Telephony Integration? Call In One Click. Make life easier with click to dial. With our Computer Telephony Integration, simply click on any phone number within your CRM, on a website, or in an email to make an outbound call. Save time with one click calling.

Don't see your patient management software on the list? There are many other CRMs we can integrate with. **Get in touch** and we'll let you know if we can integrate with yours.



# ON-HOLD **MARKETING**

*Reduce the number of rings callers hear whilst waiting for you to pick up. Use this time to entertain, educate or inform.*



It is inevitable that callers will end up on hold. Providing music or specially recorded messages is a great way to pass the time, rather than your caller sitting in silence or listening to beeps. Set yourselves apart from other dental practices in your area and entertain your callers whilst they wait.

This time is also a prime marketing opportunity, callers on hold are a captive audience. Use this time as an opportunity to advertise what your practice can offer.

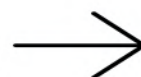
## **9 Things You Could Include In Your On-Hold Marketing:**

COVID Operations  
Brushing Tips  
Discounts & Offers

Practice News  
Opening Hours  
New Treatments

Festive Messages  
Hygienist Reminders  
Finance Plans

**70%** of callers who are on hold in silence hang up within 60 seconds.



**35%** of these won't call back.



# AUTO ATTENDANT

*Direct your callers to the right place, the first time, with your very own digital receptionist.*

---

After calling your practice, having a digital receptionist (or auto-attendant) to greet your patients is a fantastic way to ensure callers are being put through to the correct extension right away.

This creates a more professional experience for the caller and also means that no time is wasted redirecting calls to the correct place.



An auto attendant can also be used to filter out calls simply asking about current opening hours or protocol. This can be included within the script, saving both your callers' and your receptionists' time.

## Why is **professional auto-attendant design** important?

---

Software Advice, in their 2015 Auto Attendant Report, found that:

- **42%** of consumers surveyed say they'll **take their business elsewhere** after a frustrating experience with an auto attendant.
- The top pain points reported with auto attendants are **long introductions (29%)** and **too many options (28%)**.

# CALL QUEUING

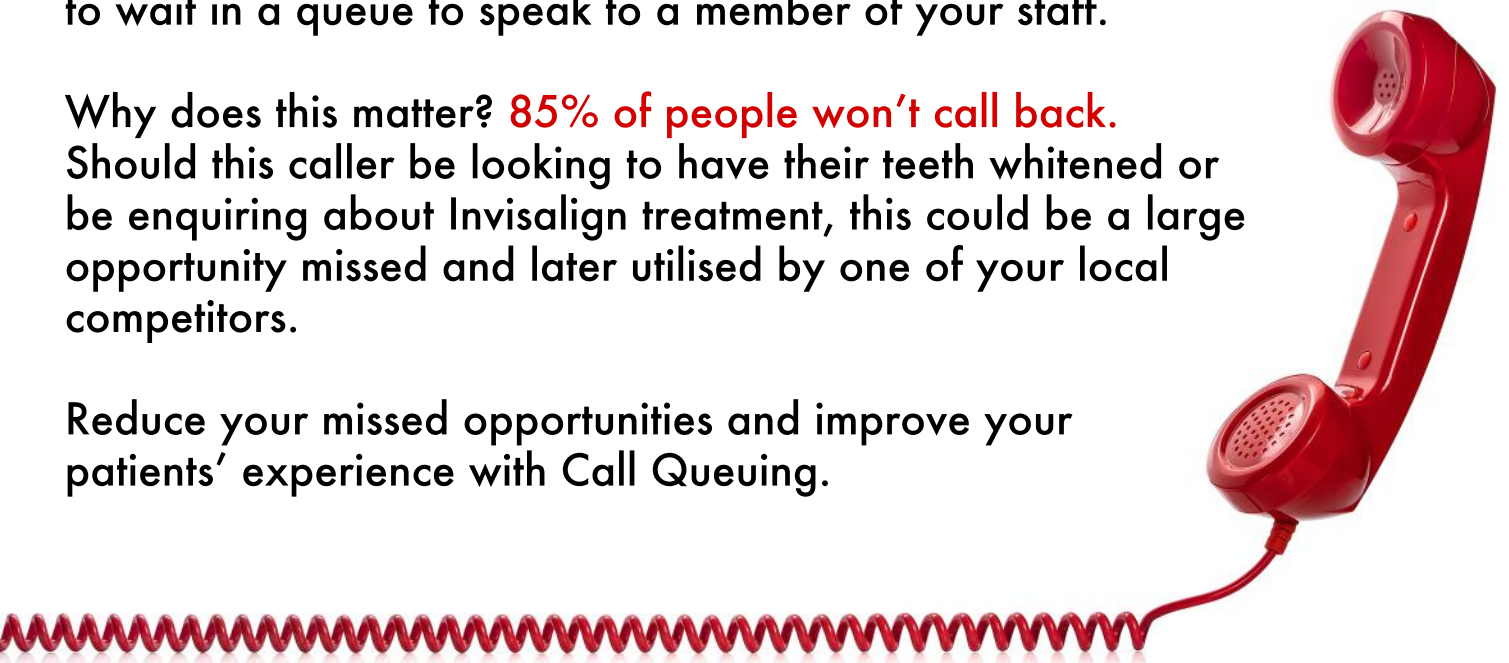
*Manage large volumes of calls with ease. Automatically inform patients of their place in the queue.*

---

Rather than be directed straight to voicemail, allow your callers to wait in a queue to speak to a member of your staff.

Why does this matter? **85% of people won't call back.** Should this caller be looking to have their teeth whitened or be enquiring about Invisalign treatment, this could be a large opportunity missed and later utilised by one of your local competitors.

Reduce your missed opportunities and improve your patients' experience with Call Queuing.



# CALL TRANSFERRING

*Pass calls to other members of your team at the touch of a button. Save time and maintain professionalism.*

---

Dental practices that are spread across multiple floors or large premises feel the greatest benefit of this feature. Save time handing the phone over to a colleague in another room or taking a message to pass on, just press a couple of buttons! Allow your patients to speak to whoever is best suited to deal with their enquiry seamlessly.

# FULL COVERAGE **WiFi**

*Stay connected with business grade WiFi guaranteed to cover your entire site.*

Fast WiFi was once a luxury, but for many businesses it is now a necessity. Not only is speed important, but coverage is too. Having areas of your practice that aren't fully covered can lead to a multitude of frustrations. Whilst we could use this page to talk about the benefits of great WiFi for your staff, this guide is all about patient experience....

## What are the benefits of fast, full coverage WiFi for your patients?

- + If your practice uses a patient self-check-in software (or plans to in the near future), providing a solid internet connection is vital to ensure this runs smoothly and efficiently.
- + Should you be running slightly behind appointment time, providing fast guest WiFi helps to pass the time.
- + Occupies friends, children or relatives that may be accompanying patients to their appointments. These may eventually turn into paying patients themselves.

## DID YOU KNOW...

**96%**

of consumers prefer a business that offers free WiFi.

(Beambox)

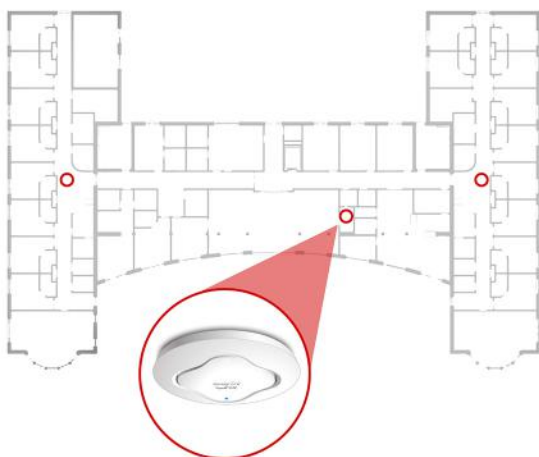
## How Does Yo Telecom Guarantee Complete Coverage?

We create a structured network of hidden data cables from where your main router is, to strategically located points throughout your dental practice. At Yo Telecom, we call these WiFi Access Points.

These Access Points send and receive WiFi signals. They are physically hardwired into your main router and send out clean data that isn't deteriorated in any way.

Whilst on site, one of our professional engineers ensures that the signal given out by each device overlaps. They also check that it is all on one WiFi network. This means you can walk around your practice with all of your devices connected, at all times.

Not only this, your devices will automatically connect to the access point with the best connection available, meaning fast speeds all around.



# AUTOMATED **FEEDBACK SYSTEM**

*Automatically collect genuine patient feedback, 24 hours after their visit to your practice.*

---

When spending large sums of money on dental treatment, it's only natural that patients will look around and search for the best provider in their area.

Research by BrightLocal shows that **86%** of consumers look at dental reviews, and **85%** of consumers believe **reviews are important in the dental industry.**

## → **PATIENT REVIEWS ARE INVALUABLE.**

Genuine patient feedback allows you to objectively see what is working for your practice and what is not. Provide a better service based on real patient opinions.



## **But, how can you collect more reviews?**

Using your guest WiFi & Unaro! Here's how:

- 1.** Your patient logs onto your free guest WiFi.
- 2.** After opting in, the Unaro Smart WiFi collects their details.
- 3.** 24 hours after their appointment, the system automatically sends them an email asking for feedback on their visit.
- 4.** Your happy patients will be directed straight to Google or Trustpilot to leave a review. Patients with negative feedback will be directed to a separate form. This enables them to give you private feedback on how you can improve, allowing you to turn things around without tarnishing your online reputation.



## FINAL WORDS

Thank you so much for reading to the end of this eBook, we hope it has given you some actionable ideas on how to improve patient experience at your practice!

### **Book a free strategy call**

This book could only be so long... Interested in hearing about other ways you can improve patient experience at your practice? Book your free strategy call with one of our senior communication consultants today.

They'll be able to give you more tips and advice on improving your patient experience as well as answer any questions you may have following reading this eBook.

**Just call 02382 146115, ask for Derek and mention this eBook!**

# CONTACT US

Have any questions about anything we've mentioned or want to implement any of these solutions for your business? Get in touch!

Contact any of our offices below and a member of the team will be more than happy to help:



**SOUTHAMPTON**

02382 146115

**MANCHESTER**

01615 464953

**ISLE OF WIGHT**

01983 722580

## Phone calls not your thing?

Send an email to: [info@yotelecom.co.uk](mailto:info@yotelecom.co.uk) and we'll get back to you!

## Keep Up To Date With Us On Social Media:

