

Repairing the holes within your Marketing Strategy: How one practice used phone call metrics to solve this



63
Missed
4%

1355
Inbound
96%

1452
Outbound
51%



Challenge

After spending his hard-earned money on many forms of local advertisements and marketing tactics, Dr. Bukari wondered why his investments weren't generating as many new patients as he predicted. He soon realized a large piece of marketing he was overlooking was managing the traffic. His discovery led him to switch to Weave-an all-in-one communication and engagement platform that provides detailed and accurate phone call metrics for better patient communication.

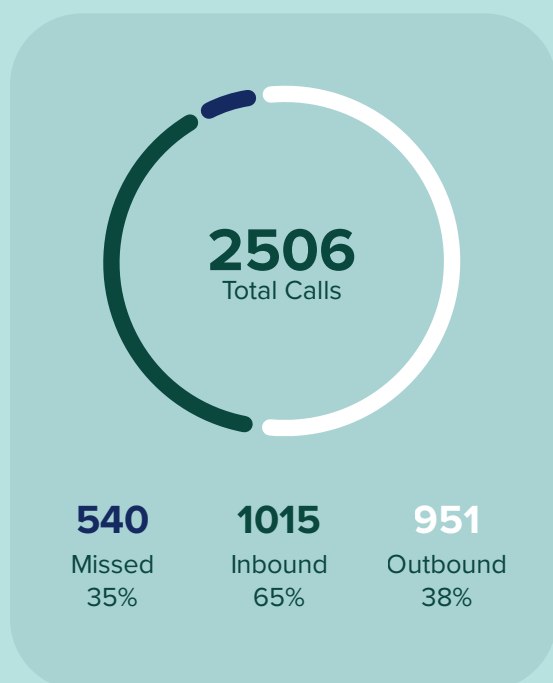


Dr. Sam Bukari of Greater Pittsburgh Dental Implants and Periodontics has been a Weave customer since January 2020. Before he invested in Weave, Dr. Bukari had put his money and effort into advertising his practice in several places like movie theater ads and local magazines.

Unfortunately, the investment didn't reap the kind of return he had hoped for, and Dr. Bukari was left without much ROI. He wondered why the leads the marketing firms told him he generated were not leading to many new patients. Dr. Bukari realized he needed to fix the holes within his practice before sinking his marketing dollars into it.

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If you miss or don't understand how to address phone calls that come in, you will waste the money you spend on marketing advertising.



The ultimate goal of many advertisements ends with prospects calling the business. After attending a conference, Dr. Bukari learned that **35% of dental office calls went unanswered**. The data from this conference proved that many healthcare offices did not have a system for managing missed calls and generating phone call data.

It became clear that the marketing gap was not in the advertisement methods, but in all of the missed calls and communication gaps with potential customers. It wasn't long before he turned to Weave to do something about it. As of September 2022, Dr. Sam Bukari of Greater Pittsburgh Dental Implants and Periodontics has been a happy Weave customer.

Knowing your numbers

Results

Dr. Bukari started monitoring his call analytics with Weave and measured his monthly missed calls. He was surprised to discover his missed call percentage was also 35%, in line with the national average for healthcare practices.

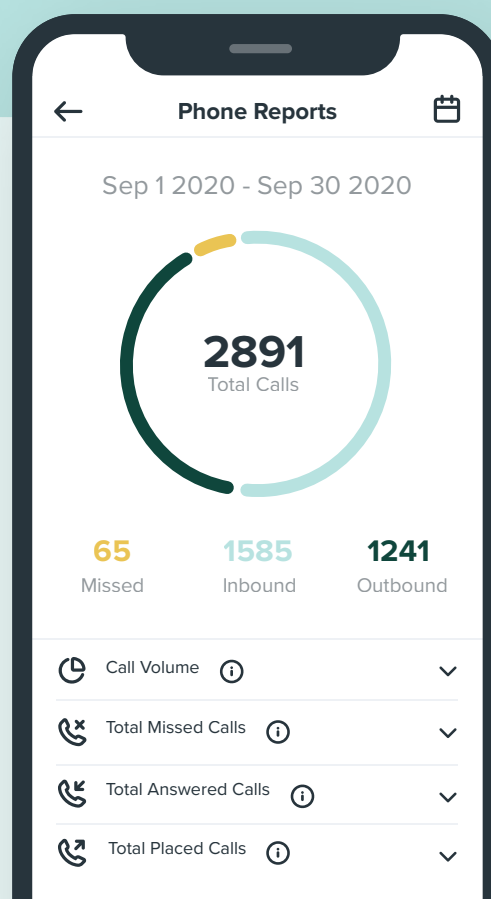
With Weave's intuitive phone call metrics, he could also see insights into missed call times and when call times were heaviest throughout the day. He discovered:

- ✓ Lots of calls before 8 am (people on their commute)
- ✓ Lots of calls after 5 pm (people who missed a call throughout the day)
- ✓ Lots of missed calls during lunch (people taking their lunch break)

Weave also allowed him to see calls from specific phone numbers, which made following up much more straightforward.

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Things that I love about Weave's call analytics is the way they sort data. You can see—all color-coded calls that come in from patients, non-patients, answered calls, missed calls, and even the volume of calls throughout the day. This data became incredibly insightful and easy to see the discrepancies of when patients were calling vs. when we were missing calls and opportunities.



Data-driven change

Using the data provided by Weave, Dr. Bukari was able to gain insights and implement change in several areas, including:

Operational Hours

Dr. Bukari learned they had more missed calls before 8 am than after 5 pm. His practice learned what hours of the day are most valuable. This was crucial data when considering changes to staffing and meetings. By answering phones 30 minutes before his practice opened, he could eliminate a chunk of missed calls daily.

Call Volume

Seeing this data, Dr. Bukari also decided to test different hiring tactics. One strategy was to hire a team member responsible for only answering phones and scheduling and would work remotely. Upon implementing this, he learned the **remote team member was more productive and could answer 1000 more calls than the average front desk employee.**

Staggering lunches

Dr. Bukari also learned that call times were heavy during lunchtime when many customers were on break at work. He took this information and staggered employee lunch time so there was always one team member able to answer calls.

Accountability

Weave also gave Dr. Bukari accountability and control regarding how his office was running. With Weave's in-depth reports and metrics, he can structure his team's schedule during the day, so meetings and breaks are the most effective for his practice's growth. He also added regular check-ins with his team to review the metrics and data. This accountability ensured his team was on the same page and did their part to improve the numbers.

Results

Upon implementing Weave and making crucial changes, the results were immediate. Just a few months after the implementation of Weave and making changes based on the call data, **Dr. Bukari's practice had dropped to 4% missed calls.** Upon implementing Weave, the volume of calls coming into the practice increased because patients could count on stellar customer service and communication.



4%

Dr. Bukari's
practice dropped to
4% missed calls

Dr. Bukari also utilized Weave's missed calls and texting communication to follow up even after hours. He was able to save some money and drop the after-hours phone service he was paying for. Missed call texts are the perfect solution for patients who call and don't leave a voicemail.

Dr. Bukari saw a **70% decrease in missed calls** after implementing the missed call texts. You can read more about the power of texting communication through Weave Messages [here](#).

Hi, sorry we missed your call.
How can we help you?

Can you help me schedule
an appointment?

Results

Dr. Bukari saw a massive change within his practice that significantly reduced missed calls and unanswered patients and changed how his practice ran. Weave can see an entire year's worth of data. With this insight, Dr. Bukari saw:

- ✔ Less missed calls & more patient interaction
- ✔ Higher volume of calls and new patients
- ✔ Better use of marketing spend
- ✔ Changed practice hours to better manage calls
- ✔ Utilized remote-employee strategy

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We missed only 6% of calls once we started implementing systems to reduce the amount of missed calls. When you compare this to 35%—this made a significant difference in my practice.

Dr. Bukari's tips to optimize your phones and maximize impact

Implement tracking

Implement a system that allows you to track your data.

Under 10% missed calls

Over 10% of missed calls is unacceptable—look at how and when you are missing calls and make necessary adjustments.

Same-day response

All missed calls should be called and texted back the same day.

Phone call efficiency

Be efficient on calls—Front desk staff should obtain as much information as possible while keeping calls brief. Your employee's time is the most expensive asset; train them to be personable but efficient on the phone.

Monthly evaluation

Monthly evaluation of phone calls is a must to improve office performance.

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You can also track specific numbers. You can custom name the phones in your office and assign countless new numbers for marketing campaigns; for example, you can include a different phone number in a magazine vs your ad in a movie theatre. The call analytics will show you the marketing venue and instantly see how many calls are driven by those marketing efforts.



Some unique features of Weave include tracking specific phone numbers, assigning custom names to office phones, and new numbers for marketing campaigns. This feature allows you to have a different phone number in a magazine vs. a movie theatre ad. The call analytics will show you the marketing venue to quickly view how many calls are driven by those specific marketing efforts.



Let Weave do the work

Weave is a smarter phone system that does more than simply manage calls: texting, appointment reminders, payments, reviews, digital forms, insurance verification, email marketing, and more. Dr. Bukari and his team can gather information about their patients and manage phone calls with Weave's intuitive platform and phone system.

Weave is an all-in-one phone system and communication platform that gives your practice the tools it needs to deliver a more impressive customer experience. For Dr. Bukari and his team, switching to Weave gave him the data and tools to market to his patients more effectively. To watch the full webinar with Dr. Bukari, [click here](#).



You can also schedule a demo to see Weave in action and learn what Weave can do for your marketing strategy and overall success.

[Schedule a demo](#)