

CASE



STUDY

SOUTH TAMPA FAMILY & COSMETIC DENTISTRY

South Tampa Family & Cosmetic Dentistry is a fast growing practice in Central Florida. One factor that is helping to propel its success is the quality of its online reputation.

Dr. Josh Wyatt, who acquired the practice in 2012, is always looking for new and innovative ways to promote his practice and attract new patients. When he came across Podium in early 2015, he knew he needed to give it a try.

Prior to implementing Podium, South Tampa Family & Cosmetic Dentistry had a good overall star rating, but wasn't collecting a high number of reviews. That all changed with Podium. Since implementing Podium, the practice's three locations have collected nearly 1,200 reviews and boast an overall star rating of 4.9 across all review sites they are managing.

"With the reviews we're able to collect using Podium, the number of walk-ins that come to us as a result of our reviews has skyrocketed," said Dr. Wyatt. "Before, we were seeing maybe 50 to 100 new patients a month. Now, we're seeing closer to 200."

REACHING EVERY CUSTOMER

One feature that Dr. Wyatt likes the most about Podium is the ability to automate review invitations to ensure that every patient gets asked to leave a review. The invites are sent once the patient is checked out in their practice management software, with many patients receiving the invite before they even leave the premises.

Dr. Wyatt also likes how easy Podium makes it for his staff to engage with the rare patient that has a bad experience, giving them the opportunity to make things right for that patient before it escalates any further.

"I really like Podium's platform over others in the market because it makes the review process really easy and fast for our patients," Dr. Wyatt concluded. "This results in more reviews for each of our practices and it ends up being convenient for both our staff and patients alike."

PODIUM + SOUTH TAMPA FAMILY & COSMETIC DENTISTRY



NUMBER OF LOCATIONS:

3



TOTAL # OF NEW REVIEWS:

1,178



OVERALL STAR RATING:

4.9

ABOUT PODIUM

Podium makes customer interaction easy. We enable businesses to use convenient communication channels to improve customer relationships and build a presence on the most important review sites. Call us at 1-833-2PODIUM for a free demo. podium.com