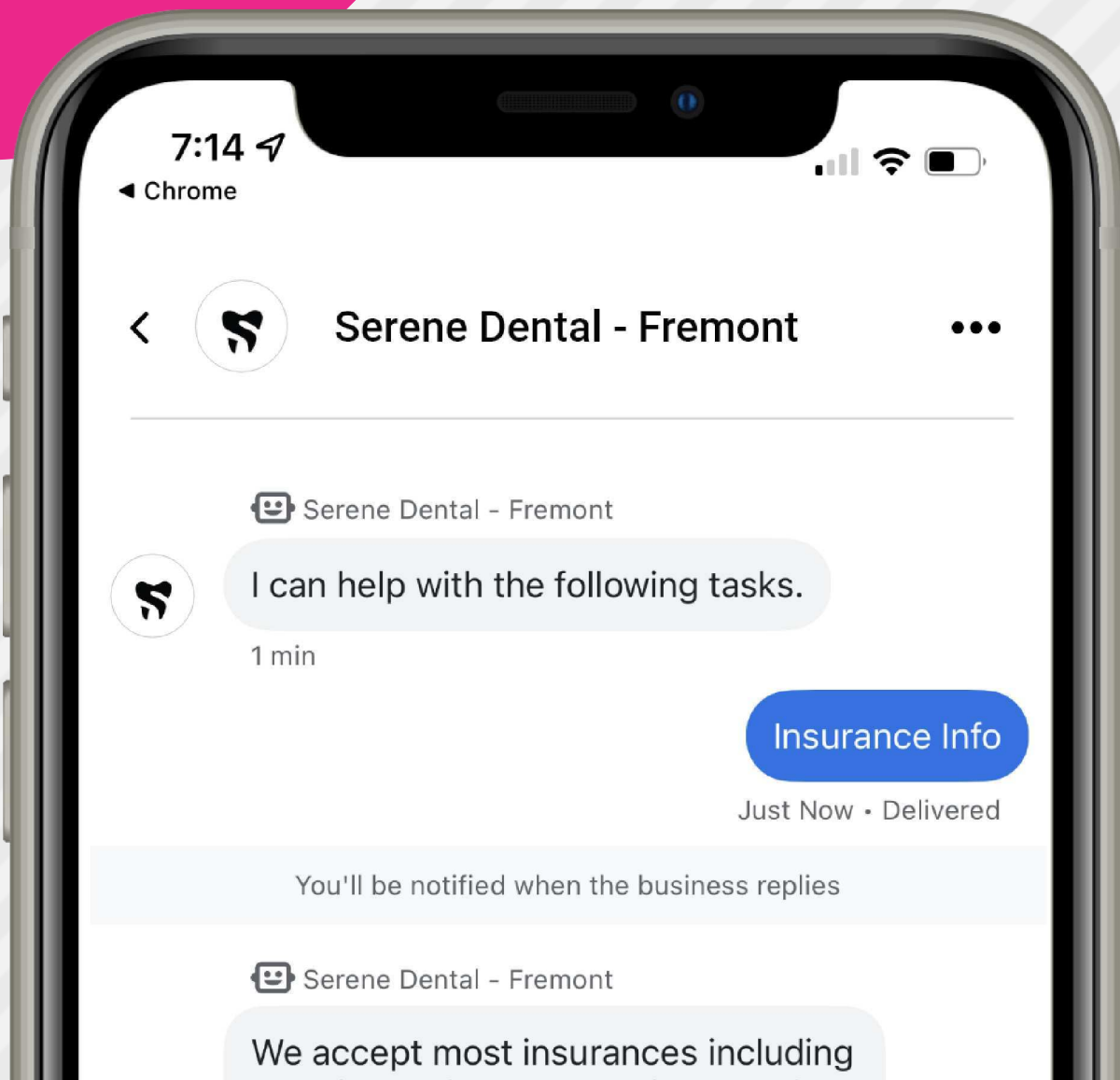


# Case Study: Dental Practice Receives a 40x ROI Using Agentz AI Assistant

Automation boosts revenue & LTV by acquiring more new patients after hours



# About

Serene Dental is an independent dental practice serving the local community out of Fremont, California for more than 20 years. They specialize in family, pediatric, cosmetic, dental implants, periodontal, Invisalign, orthodontics, and emergency care, provided in a relaxing environment. Serene Dental's stated goal is to provide excellent dental services as well as cultivate long-term relationships with their patients.

They have typical dental practice hours Monday - Saturday and rely on their own marketing efforts, word of mouth, as well as provisioning a great customer experience to gain new patients.

A member of the American Dental Association and the California Dental Association, practice owner, Dr. Sapana Majmudar, strives to provide her patients with gentle, fair and friendly treatment that keeps them coming back for all their dental needs.

# Challenges

Serene Dental has been challenged with two main concerns over the past couple of years - their operational response to COVID as well as staffing shortages, consistent with many dental practices.

## COVID

Beginning in 2020, the COVID pandemic resulted in fairly strict lockdown regulations for most businesses - including dental and other medical practices. For the dental industry, practices could continue to treat emergency patients but routine cleaning and preventative maintenance appointments and cosmetic procedures were disallowed.

An American Dental Association survey\* of 19,000 dentists found that 76% had to "close their offices to all but emergency patients."

Facing a potential significant loss of business and revenue, not to mention the stresses placed upon patients, Serene Dental had to reimagine how they ran their practice.

## Staffing

For many small businesses, hiring enough people has become a recent phenomenon spurred on by the pandemic. The dental space is no exception. The ADA survey also reveals that, for 70% of practice owners, the "recruitment of administrative staff is very or extremely challenging."

For Serene Dental, finding ways to maintain a productive and growing practice despite resource constraints was a must.

\*<https://www.ada.org/publications/ada-news/2021/june/dentists-face-applicant-shortages-as-they-emerge-from-covid-19-pandemic>

# The Decision



## The Solution



Turning to technology to solve both challenges, Serene Dental was able to serve some of their non-emergency patients during COVID restrictions using live

video tools. Platforms such as Zoom enable businesses to communicate with their customers live - the next best thing to being in the same room. For many practices, like Serene Dental, video proved to be a life saver for the practice - and for their patients.

The other main technology that Serene Dental incorporated into their practice was the Agentz AI assistant - the first generative AI communication solution purpose-built for small business. With its foundations in the dental industry, the Agentz AI assistant was the main tool that Serene Dental used to communicate with their patients, 24/7.

Using Agentz, Serene Dental could engage and communicate with their customers through their website, SMS, and instantly reply to missed calls.

*“ Purpose-built for small business, the Agentz AI Assistant communicates effortlessly with customers via SMS, website, Google Chat, Facebook Messenger and responds to missed calls ensuring that no lead is ever missed.”*

**Kerry Baldwin**  
Head of Channel Partnerships, Agentz

*“ The Agentz automated assistant enabled us to continue communicating with patients even when we weren't in the office.”*

**Ghazal Popal**  
Office Manager, Serene Dental

## Generative AI Bots

Generative AI bots intelligently engage and communicate with customers across multiple channels, that consumers favor, when reaching out to a business. The Agentz AI assistant communicates with customers on websites, Facebook Messenger, Google Chat, and via SMS. It can also instantly reply to missed calls and seamlessly transfer callers to an AI-driven SMS conversation for immediate service at any time of day, any day of the year.

AI bots alleviate businesses from having to respond to every customer inquiry live by allowing the automation to handle the initial inquiry. In many cases, customers are able to self-serve their needs which can reduce front desk staff time by up to 20%. AI bots offer a superior customer experience for those that expect immediate response, regardless of the hour.

As more businesses adopt the use of generative AI, consumers will increasingly expect their availability by other businesses they are contacting.

## The Results

### Steady, High Engagement

#### 2021 averages, per month:

- 98 conversation engagements
- 44% in the off hours
- 66% resulted in a lead
- 173 missed calls handled

### Strong LTV for New Patient Acquisition

For each new patient that Serene Dental acquired, they can expect a lifetime value, or LTV, of \$5,982 based on 15.7 attributable visits at an average billable amount of \$381 each.

#### 2022 new patient acquisition results

- 75 new patients booked
- \$28,575 initial revenue generated
- Potential LTV of \$449k

### Return On Investment

Based on a retail monthly, all-inclusive price of \$149 for the Agentz automated assistant, **Serene Dental realizes a 40x ROI** when acquiring just one new patient per month.

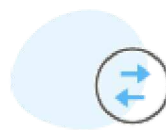
# 40%

*Return on Investment with just one new patient acquired*

Learn more at:

<https://agentz.ai/2022/06/01/despite-staffing-shortage-fremont-dental-practice-cuts-costs-grows-revenue-and-improves-customer-experience-using-communication-automation/>

## Benefits



### Customer Satisfaction

Serene Dental found that their patients really liked being able to communicate with them via the Agentz AI assistant.

Available 24/7 across SMS, Facebook, Google Business, website and missed call handling, **patients appreciated the immediate response and the feeling that they were "special" and not being ignored.**

### After Hours Attribution

Especially positive were their after hours results. Of all engagements with the Agentz AI assistant, **44% took place in the off hours** - a time when most other practices are also closed and not responding to customers. For Serene, their ability to communicate instantly using automation proved to grow their patient load as they acquired many new emergency patients, in particular.

### Workload Reduction

Another benefit was the reduction in workload of the front desk staff. By relying on automation to service patients who gravitate towards that communication method, Serene Dental **estimates that they save a full workday each month**, allowing them to focus on other, more pressing patients and tasks.

## Going Forward

Based on the success of Agentz and how the AI Assistant enabled them to communicate 24/7, capture more new patients, and improve the overall customer experience, Serene Dental **increased their marketing spend by 25%** heading into 2022.

With the more recent 2022 addition of Facebook Messages and Google Business Messages integration to the Agentz AI assistant communication capabilities, Serene Dental expects to capture even more new patients, contributing to the prosperity of the practice.