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## Client Success Story: Artsmiles Dental Clinic

**Client:** *Artsmiles Dental Clinic*

**Problem:** Inefficient enquiry management system with limited oversight for management to track and understand enquiry outcomes, especially from phone calls.

**Solution:** CRM setup for enquiry management, lead nurturing automation, and cloud-based phone system integration with CRM for call tracking and recording.

**Background:** Artsmiles Dental Clinic approached Basic Solutions Australia to help them establish an efficient system for managing new enquiries. While their existing practice management software was sufficient for managing existing patients, it lacked the capability to manage new enquiries effectively and was unable to integrate with other platforms. Artsmiles relied heavily on their reception team to handle enquiries via phone and email, resulting in unclear outcomes after the initial conversation. Consequently, many enquiries slipped through the cracks and went unaddressed.

### Basic Solutions Australia's Intervention:

To address Artsmiles' concerns, Basic Solutions Australia set up a CRM system that integrated with the clinic's website to automatically gather enquiries and streamline the enquiry management process. This allowed Artsmiles' team to effectively manage potential new customers throughout the enquiry process.

As customers progressed through the pipeline, automated communications were sent at each stage, ensuring that they received necessary information at every step. The CRM system also helped identify bottlenecks in the onboarding and sales process, enabling Artsmiles to streamline their operations.

Furthermore, Basic Solutions Australia implemented an integrated cloud dialer to link every call to a contact in the CRM. This provided valuable call outcome data and allowed management to review call samples, leading to the development of targeted training programs for the reception team to improve their conversion rates.

### Results:

Since implementing Basic Solutions Australia's systems, Artsmiles Dental Clinic has experienced a **significant increase in customer consultations and an overall improvement in the quality of customers.**

The detailed onboarding processes have ensured that potential clients are pre-qualified and better suited to Artsmiles' services.

Artsmiles Dental Clinic now enjoys a more **efficient enquiry management system, streamlined onboarding and sales processes, and a better-equipped reception team**, all thanks to the comprehensive solutions provided by Basic Solutions Australia.