



"So far, we would give SWS 5 out of 5, and would recommend them highly."

During the 25 years since **Cornerhouse Dental Care** in Elstree, Hertfordshire was established the dental profession has changed dramatically. Now, this modern, family-run practice by husband and wife team Dr Ketan Patel and Dr Neeta Patel, provides both restorative and cosmetic dentistry for patients who want both optimum oral health and a winning smile. Their aim is to combine excellent clinical skills and unrivalled customer service in an atmosphere that is warm, friendly and relaxed. **The practice was a finalist in The Private Dentistry Awards 2016, recognising the high standards achieved for patients.**

The partners recognise that moving with the times is essential, not only in continually adding to their skills and bringing the latest technology to the practice, but also using the

internet to ensure people get to know the high standard of care which is offered.

Following the re-launch of their website, the practice turned to Strategic Web Success (SWS) to maximize the impact of the new website through a planned campaign on social media. Dr Neeta Patel, BDS, explained, "Many people who come to a new dentist are nervous, that's natural. **We wanted to show through feedback that patients can trust us completely.** Whether they need a filling or a crown, help with dental hygiene or an implant to replace a damaged tooth, or even a whitening treatment to give them a brighter smile, we will do everything to make them feel comfortable."

She continued, "In only a few months, we have found that the SWS system

is really working for us. Patients find it easy to give us reviews, in a way that is not intrusive. We are getting amazing feedback, which helps us to provide an even better patient experience- and that's good for our team too. **Once set up, the whole process is quick and straightforward taking a short time once a week.** The regular meetings with SWS keep us informed, while it is always easy to contact them if we have a query. **We are getting increased hits on our YouTube video channel, which shows many of the treatments we offer.**



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Why market your reputation?

- Stand out from your competition
- Improve your brand perception
- Increase your market share
- Build the value of your business
- Increase your revenue



Enhancing patient confidence

When choosing a dentist, personal recommendations really matter. You need to know if the dentists are skilled and professional, and will put you at your ease. Do they use the latest techniques and equipment to help you feel good about your teeth? But if you have a busy life, finding out whether the dentist is well thought of can be more difficult. That's why **York House Dental Practice called in the on-line reputation experts, Strategic Web Success (SWS) to help raise and sustain their profile, through collecting feedback, and promoting it on the internet.**



Based in West Byfleet, Woking, York House Dental Practice is a friendly, long-established family surgery,

offering general dentistry for families, as well as specialist dental treatment and advance dental cosmetic work. The combination of gentle dentistry together with reasonable fees makes this Practice a great asset to the area. The team is specially trained and qualified in dealing with dental phobias for those patients who are nervous, setting them at ease so that they leave with a genuine smile on their faces!

Dr Sundeep Sooin, Practice Director, explains. "Every business needs a web presence, and these days, dentists are no exception. **People want to see for themselves what other patients think, before committing themselves, so that they can feel they are in safe hands.** At York House Dental Practice, we decided to use SWS about eighteen months ago, as they understand how the internet works, and they always keep up to date with the latest tools and techniques."

"Patients like to give feedback, especially when they leave us having had a good experience. The SWS system allows us to collect comments quickly and easily, and then post them on all the relevant internet sites. Our patients range from children and families, adults who need a late evening or Saturday morning appointment, to the elderly and even those in care homes, who need new dentures. This system tells us, as well as future patients, that we have done a good job for all of them."

Why market your reputation?

- Maximize your word of mouth referrals
- Learn what your customers really think
- Gather instant feedback not hearsay
- Protect your reputation
- Increase your profits

Looking good, feeling great!

SURREY SKINCARE Surrey Skin Care, based in West Byfleet, is a clinic specialising in private GP services and professional aesthetics, helping patients of all ages look and feel their best. In the personal care sector, recommendations and word of mouth are crucial forms of promotion. That's why Alison Turner, Director, decided to enlist the help of Strategic Web Success (SWS) to build the clinic's reputation for a reliable effective service, through easy-to-use customised feedback and on-line reviews.



The private GP service provides rapid access to experienced doctors for anything from a confidential consultation or travel vaccination to a complete health 'MOT'

and detailed diagnosis and care plan. For those patients who want to take charge of how they look, the skilled and qualified skincare staff offer a range of treatments, including dealing with acne to anti-ageing treatments such as Botox, and permanent hair removal. The clinic was recently a finalist in the prestigious MyFaceMyBody Awards, recognising Surrey Skin Care's outstanding service to their consumers. Additionally, Harriet, Advanced Practitioner, recently won a national Obagi award for best before and after treatment results.

When dealing with such personal matters, it is important to feel you can trust the practitioner, although it is often awkward to ask friends or relatives for a recommendation. **That's why Surrey Skin Care turned to SWS, as Alison explains. "It really made a difference, especially when we launched our new website. Their help in improving and maintaining our on-line reputation is now an essential part of our marketing strategy. As well as posting our reviews on the major sites, the team at SWS keeps us up to date with the fast-moving world of internet and social media promotion.** It is their area of expertise and we have confidence in them, as our patients have confidence in us to deal effectively with their aesthetic or medical issues. SWS set us up with systems which are easy to use, and we get regular advice to help us continually monitor our reputation. They are always at the end of the phone if we have questions, too. I have already recommended them to other businesses- it's a simple system, you don't have to be a web expert, and it works!"

"It takes 20 years to build a reputation and 5 minutes to ruin it. If you think about that you will look at things differently"
Warren Buffet

What you tell your customers is your story,
what they say about you is your reputation

The professional approach

The **Laser Clinic Group** specialises in a range of advanced non-invasive treatments, helping patients achieve clearer, more youthful looking skin, banishing unwanted hair, and reshaping the body using advanced fat loss treatments. The company now comprises six clinics in and around London, plus a training academy, as well as further franchises including Knightsbridge.



In such a fast-growing business sector, developing a sound on-line reputation is essential, so The Laser Clinic Group contacted Strategic Web Success (SWS) for

support and advice. Founder and Managing Director Bhavesh Dhamecha explained, "While none of us can turn back the clock, we can take advantage of modern treatments to help us appear slimmer, younger, and better looking. In these days where people use social media to help run their lives, image is more important than ever; this applies to both the visual image of our clients, and our own business image. Interestingly, at the Laser Clinic Group, some 20% of our clients are men, who may not have the personal networks that women use to find a recommended aesthetic clinic otherwise."

"It's a competitive market, and we need to be pro-active. That's why getting the professionals at SWS to set up a user-friendly system for collecting and promoting customer reviews made good business sense.

They are the experts in on-line reputation management, and have enabled us to collect more and better reviews, which in turn lead to more clients through the door."



"We study all the feedback carefully, and use the information to improve our customer service, and implement new systems to build better customer relationships. **Although we have more than 10 years' experience, we are always looking to improve, and reviews tell us what we need to know.** It's also good for the staff, too, when they are mentioned by name as having provided a friendly and effective treatment. The SWS approach just works, it's short and simple, with multiple choices built in."

"We have been using the system for almost two years now, and we view it as an essential tool for creating an inbound marketing stream. So far, I'd give them 10 out of 10!"

Healthy Growth for Imperial

Imperial Dental Care in North Harrow, Middlesex, offers a friendly professional service to help patients overcome their fears and embrace new techniques to achieve a brighter smile without pain. Delivering both preventative and restorative dental services to both NHS and private patients, Imperial Dental Care provides modern dentistry for all the family, in a surgery which is bright, clean and professional. Late night Monday and Saturday morning opening hours accommodate patients with busy lives who are otherwise unable to attend a dental surgery. This practice is particularly child friendly, with a cheerful atmosphere and trained staff, ensuring good oral health becomes a habit for future generations.



Heena Patel, Practice Manager, explains how Strategic Web Success (SWS) has helped Imperial Dental Care grow its patient list. "When looking for a new dentist, whether NHS or private, it is always good to have a recommendation. We chose to work with SWS to gather and distribute feedback, because it is easy for patients to use. **Through their strategic distribution into social media, a lot of people see our services and what people think, then book appointments.** In the fast-moving world of the internet, it is good to have professionals who can take care of this for us, in the same way we take care of our patients. Their team is always ready to help, and the system is growing all the time. We have used the service for about a year and are delighted with the results. "

Part of a larger dental group, Imperial Dental Care is committed to giving patients the best experience possible, from alleviating pain to improving the appearance of a smile. Heena continued, "We welcome all kinds of feedback, it helps us continually improve, and provide what our patients want. **The SWS service has really made a difference, as it gives potential patients the awareness of who we are and how we work."**

"In fact, we have found the SWS service so successful and cost-effective that we have recommended it to another practice in our group. We are getting measurably more patients, who then go on to recommend us to others. I give them full marks!"

Real patients, real reviews

The key to a successful local dental or aesthetic practice, like other service organisations, is a good consistent reputation, leading to a positive patient experience. That experience is then talked about, both on and off line. This in turn results in long term relationships, which are the most profitable, with the additional benefit of increased enquiries. Discerning patients now rely on the internet when choosing a dentist or skin care clinic in their area, and expect to read reviews to assure themselves of the standards of care, the qualifications and experience of the team, and the successful outcomes. Human nature means that people who have had a good experience want to share their feelings of well-being too.

However, unless a strategy is worked out, managing a business's reputation can become a "Cinderella" in the marketing toolkit, as other priorities fight for attention in a busy clinic. **Strategic Web Success provides a one stop shop, with regular support and advice, so that reviews are collected, feedback encouraged and the process of publishing these on line becomes easy and seamless.** From initial understanding of the business, through development and implementation, including staff training, the process is logical and straightforward. Ongoing support is provided, so that the business manager can get on with their own work, while Strategic Web Success takes care of the ever-changing demands of the search engines, to ensure patient reviews are not only published, but actively promoted.



The value of on line reviews

Here are some of the recent findings from a local consumer survey, carried out by Brightlocal

- 84% of people trust online reviews as much as a personal recommendation
- 7 out of 10 consumers will leave a review for a business if they're asked to
- 90% of consumers read less than 10 reviews before forming an opinion about a business
- 54% of people will visit the website after reading positive reviews
- 73% of consumers think that reviews older than 3 months are no longer relevant
- 74% of consumers say that positive reviews make them trust a local business more



The thousand mile smiles!

In a beautifully restored Victorian building in Cookham, Berkshire, **St Anne's House Dental Practice** serves not only the local community, but also patients who come back from India, the United States, Spain and Portugal to the dental practice they know and trust. With the latest equipment and specialist training, through post graduate education and professional courses, this friendly dental practice provides the highest quality treatment without compromise, to ensure every patient is satisfied.

Principal Dentist Dr Ash Paul, BDS London (2005), MFDS RCS (Eng), MJDF RCS (Eng), has clear objectives. "We've just invested in a great new website, but I recognised that on its own, it wasn't enough to bring new patients through our door. That's why, about eighteen months ago, following a recommendation from one of our patients, I decided to use the services of Strategic Web Success (SWS) to manage and promote our patient feedback."

"Nowadays people are very savvy, they look at reviews for everything, and dental practices are no exception. SWS has helped us manage the process of gathering and publicising reviews so that people can share their experiences. New patients tell us they wanted to know what others in the community thought and invariably checked the reviews before coming along. People are prepared to spend money on good dentistry, but they want expert advice and treatment tailored for them, as well as professional surroundings and a friendly atmosphere. Managing St Anne's House Dental Practice reputation through reviews helps us to build relationships where patients feel confident they are receiving the best treatment and care. We are scoring around 4.9 out of 5 currently, I'm pleased to say, but we're not resting on our laurels. My goal is never to get a patient complaint, but in those rare circumstances, work to an amicable and positive outcome."

Dr Paul concluded, "Getting positive reviews is great for our team, too. I want them to enjoy coming to work and believe in what we do, while at the same time feeling happy that things get done, and we are constantly striving to improve. Good feedback from patients really makes their day! SWS is very quick to respond when we have a query or want to change some of our parameters. Yes, I would definitely recommend them!"