

Smile Doctors Success Story

BUILDING A PHONE SYSTEM THAT'S TRULY WORTH SMILING ABOUT



G12
communications





OVERVIEW

Communication is the lifeblood of a successful dental practice. However, we live in a society that's defined by digital technology even though the majority of communications are still done over the phone. One problem: traditional phone systems and call centers simply cannot keep up with the demands of the modern digital ecosystem, from high call volumes to rapid scaling.

All of these issues directly impact the customer experience, which can lead to unhappy patients and decreasing customer satisfaction.

Discover how Smile Doctors worked with G12 Communications to seamlessly transition to a cloud-based unified communications solution to boost efficiency, growth, and scalability while providing an exceptional customer experience.

“With our old system, it often took 2-4 weeks to implement a single new office. With the cloud infrastructure provided by G12, it takes us a fraction of the time. We also enjoy higher capacity, more granular reporting, and significantly better pricing.”

JERRY MAYE

IT SYSTEMS & TELECOM ENGINEER

AT SMILE DOCTORS

 **Smile Doctors**

ABOUT SMILE DOCTORS

Smile Doctors is a network of orthodontists unified by a single goal—to create confident, beautiful smiles. Born in 2015 out of the shared passion of doctors Scott Law, Dana Fender, and Greg Goggans, the network prioritizes people above all else. Affiliates are constantly in search of new opportunities to improve the patient experience, and already offer easy scheduling, flexible care options, affordable payment plans, and the latest in orthodontic technology including a mobile app.

QUICK FACTS



300 offices in more than 20 states



The nation's fastest-growing network of orthodontists



Host for the Lecture Center for Orthodontic Excellence



Orthodontists are members of the American Association of Orthodontics & The American Dental Association



Photo by Kelley Sweet Photography

THE PROBLEM

When Jerry first became an IT Systems admin for Devereaux Wynn Orthodontics, he never imagined he'd one day be responsible for keeping a nationwide network of dental offices connected with both patients and with one another. With 11 offices in Mississippi and Louisiana, Devereaux Wynn was a modest-size practice that experienced communication issues. The practice's voice infrastructure consisted exclusively of Plain Old Telephone Systems (POTS).

Jerry and his colleague found and deployed a competing solution, but just one year after initial deployment, it became evident that they were rapidly outgrowing it. Next, they signed on with an enterprise solution. And again, it wasn't long before the solution's shortcomings became evident.

When they joined the Smile Doctors network, they quickly learned how difficult it was to deploy and scale phone systems and customer service across multiple locations. At the time of the merger, the company had 140 offices in the Smile Doctors network. In just one year, they added another 60. They quickly learned that their existing solution simply was not designed for the rapid scale Smile Doctors required.

That solution was unable to support scalability and advanced calling features. Plus, the cost of adding new licenses was high—costing the company nearly \$50,000 each month. They also experienced significant audio quality issues, dropped calls, and a 72% call abandonment rate.

It was clear they needed a reliable platform that was built for the modern workplace—something that was agile, scalable, and customer-friendly.



THE SOLUTION

Smile Doctors devised a shortlist of potential UCaaS replacements, opting to shift away from their on-premises VoIP system so they could leverage a cloud service provider. Sales call after sales call, the company found it difficult to find a provider that checked all of the boxes..

Enter G12. Smile Doctors came into contact with G12 Communications after learning about their Unified Communications as a Service (UCaaS) solution. They were quickly impressed with how genuine the company was.

“They had all the right answers, they were honest and to the point, and they were genuinely interested in helping our deployment succeed. This wasn’t just about securing a new revenue stream for them, and their customer service reflected that. When we committed to work with G12, they provided us with our own dedicated resources, including a provisioning team, porting team, and project manager.”

Jerry Maye, IT Systems & Telecom Engineer at Smile Doctors

Smile Doctors executed a phased deployment with G12. After successfully rolling out the new phone system to 18 offices, they turned their attention to the rest of their network.





THE OUTCOME

Smile Doctors has now successfully connected 200 of its 300 offices to its new phone system and UCaaS solution. There are only 100 practices still using their old infrastructure, and the company is already moving to transition them to the new G12 solution.

“We were able to install a thousand phones and licenses with complete ease. The phone system is zero touch, and every single device is plug and play. So far, I’ve had zero complaints and zero problems.”

Jerry Maye, IT Systems & Telecom Engineer at Smile Doctors

In addition to significantly reducing the workload on IT, Smile Doctors affiliates can now bring in more customers, take more calls, and offer a better overall customer experience. More importantly, the practices can achieve all this without having to spend tens of thousands on unused or underutilized licenses.

G12’s professional greeting service is another significant benefit. For each deployment, Smile Doctors can leverage a professional recording studio in Seattle to record greetings and voicemails. These voicemails are neither digitized nor automated, adding a personal touch that meshes perfectly with the Smile Doctors brand.

“A lot of upfront work has gone into this partnership, but it’s been worth it. Through collaboration and G12’s expertise, we’ve been able to build, organize, and deliver a phone system that works seamlessly from a routing perspective. And the whole experience has taught me how to be more successful, too—that’s what I’m really excited about.”

Jerry Maye, IT Systems & Telecom Engineer at Smile Doctors





EXPERIENCE BEST-IN-CLASS SERVICE, RELIABILITY, AND SUPPORT FOR YOURSELF.

Are you looking for a feature-rich UCaaS solution for your business? Discover what best-in-class service, reliability, and support look like by partnering with G12 Communications.

[GET IN TOUCH](#)



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