

# Dental Guide to Call Tracking



# Table of Contents

Introduction	3
Why Your Dental Office Needs Call Tracking	4
How Call Tracking Informs Your Marketing Spend	6
How Call Tracking Improves the Customer Service Experience	7
How Call Tracking Works	9
Getting Started With Call Tracking	11
Call Analytics	12
Bottom Line	16

# Introduction

Even if your dental website has an online appointment request form, most new patients will make their initial contact with your dental office over the telephone. Yet few dentists are analyzing inbound phone calls to uncover insights about the performance of their marketing.

Call tracking and analytics software is made to do just that. Using it can help your marketing team understand the impact of your advertising campaigns and make data driven decisions about what makes the phone ring. Easy to setup and easy to use, call tracking can deliver those missing insights that your dental practice needs to better engage your target audience and increase your marketing ROI.

If you are serious about making improvements to your marketing to increase your dental practice's profitability and better serve your community, you need call tracking.

We have put together this comprehensive guide for using call tracking in a dental practice environment. In this piece you will

- Learn why call tracking is important
- Learn what call tracking can tell you about your incoming callers
- Learn how to use the data from call tracking to increase your dental marketing ROI.

# Why Your Dental Office Needs Call Tracking

A survey from The Wealthy Dentist found that 30 percent of dentists do not want to pay more than \$50 per new patient lead. With more dentists offering higher-end services like dental implants or cosmetic dentistry, your clinic faces greater competition for new patients. It is simply not feasible to grow a dental clinic by spending just \$50 per new patient lead on marketing.

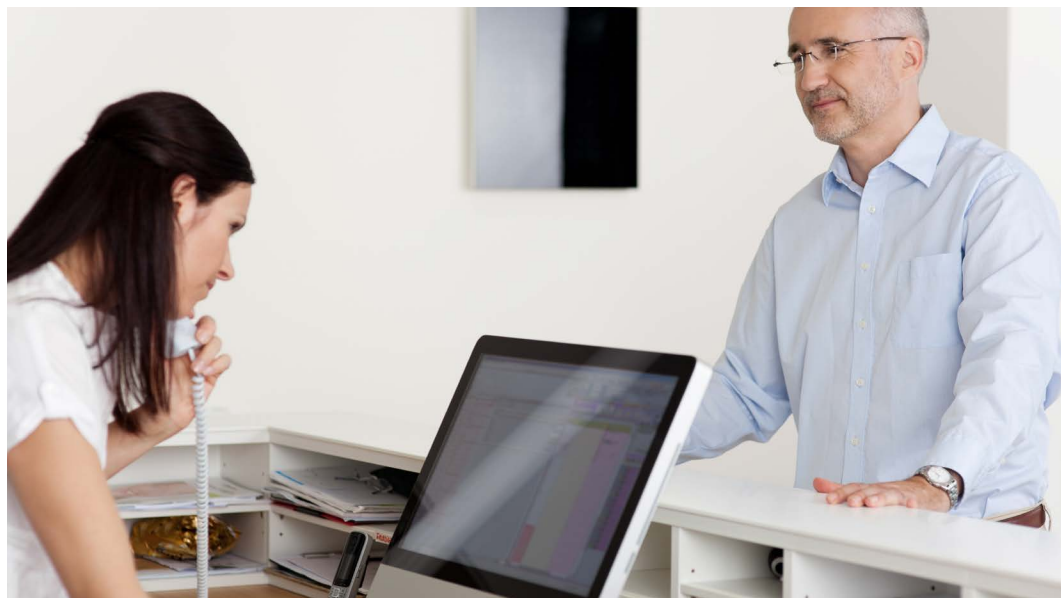
Realistically, to compete with dentists in your community, you need a sophisticated multi-channel marketing campaign that promotes your full range of dental services. These campaigns are not cheap; it can cost as much as \$300 to generate a single high-caliber new patient lead using a range of online and offline channels.

For dental clinics in the initial years of operation, it can be difficult to allocate money to marketing. Yet without marketing, your dental clinic cannot attract enough new patients to become sustainable.

Savvy dentists invest in marketing their clinic, yet also demand a strong return on investment from each campaign. Call tracking helps dental clinics refine their marketing approach by delivering insights about which marketing channels drive patients to schedule appointments.

Until call tracking was developed, it was next to impossible to know which marketing effort drove a customer to call your dental office about a service like cosmetic dentistry. There was no way to track phone calls your office received back to the marketing channels that drove those call. You could easily check pay per click advertising campaigns, but had no reliable way to monitor the effect of offline advertising efforts, like direct mail to television spots. Additionally, unless customers clicked on your ad, you could not know whether digital advertising campaigns were effective.

Even if you surveyed the customer about how they found your clinic, there was a chance that they might not remember what drove them to contact your dental office. If you want to increase your visibility and grow your practice, you need more than just new customers. You need to know how they found your dental office, so you can build upon what works.





# How Call Tracking Informs Your Marketing Spend

When it comes to marketing, making the tough call about which campaigns to invest in and which to scale back on can be difficult, especially when there is not enough information to make an informed decision. After deciding to stop advertising on local radio or trim your social media advertising budget, you may watch as your new patient acquisition plummets. A wrong guess could lead to a drop in business and cause significant amounts of stress.

With a call tracking system in place, you can see at a glance which ads and channels are leading to phone calls and which are not. You can make decisions faster and with more authority, tweak advertisement spending to better serve your goals, and leverage call recordings to convert more leads through superior customer service.

Call tracking can help end your agonizing over difficult marketing decisions by allowing you to watch the success of your campaigns in real time. If your radio ads lead to a 300 percent increase in phone calls, you can invest more money in radio advertising with confidence.

# How Call Tracking Improves the Customer Service Experience

Call tracking also helps your dental reception team better connect with incoming callers. Sophisticated call tracking software can show your staff more information about an incoming caller, such as the search term they used to find your business. When your reception staff already knows what a caller needs assistance with, they can deliver efficient help while multitasking in a busy reception area.

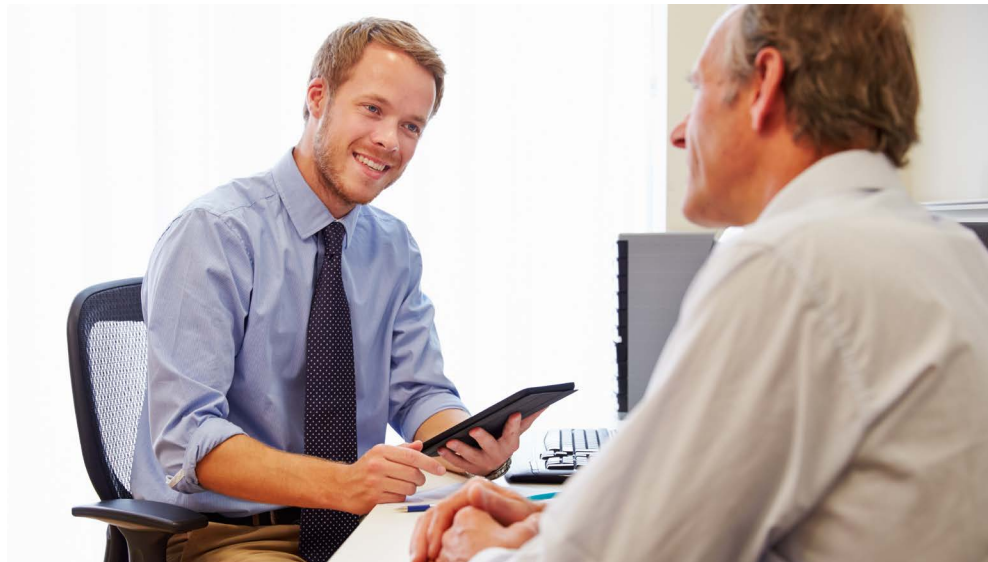
Call tracking includes call recording, which can then be used to provide better staff training. For example, let's say that front desk employees regularly receive calls about dental implants, which are a highly profitable procedure you offer. Front desk staff may not understand how dental implants work or be able to explain this procedure to patients in plain language.

If front desk staff cannot answer frequently asked questions about the dental implants, callers may not want to book these services – or even basic services like dental cleanings -- at your dental clinic. Your advertising may have generated a strong lead, yet your front desk staff could not effectively convert the lead by providing helpful information.

Imagine that you could listen to five phone calls about dental implants, review the handling of these calls, and show front desk staff where and how they could better answer patient questions. You might even prepare a Dental Implants FAQ script that would make it very easy for staff to discuss this profitable procedure with callers.

By recording calls, reviewing them, and acting upon insights to train staff in better handling customer inquiries, call tracking helps you increase over-the-phone bookings and your clinic's revenue. Patients will also feel better when they receive helpful information over the phone, and will retain a positive impression of your dental clinic. Better customer service increases customer satisfaction and loyalty. This in turn leads to more word of mouth referrals, which are invaluable for local businesses.

These are just a few of the use cases for call tracking in a dental office setting. There are many ways that call tracking can increase your practice's visibility and reach while streamlining dental patient management and reducing incoming caller and reception area wait time.





# How Call Tracking Works

Call tracking software matches incoming phone calls directly to online and offline marketing campaigns, thereby taking the guesswork out of evaluating the success of marketing ads.

Using a technique called dynamic number insertion (DNI), call tracking software shows a specific phone number to every visitor, and depending on your setup, can even change according to the source of traffic. This sophisticated form of call tracking allows you to see at a glance which marketing channels and even which keywords are delivering high-quality leads over the phone.

With dynamic number insertion, you can assign a unique telephone number to every single campaign, such as a search engine or a Yelp ad. A simple JavaScript installed on your website ensures that a specific phone number is shown to every visitor, which allows the collection of data about that visitor (referral source, page path, etc.) With DNI you can review which channels are driving phone calls.

If you don't want to dive into dynamic number insertion call tracking, you can get started quickly with static or source-level call tracking. Create a unique call tracking number for use in print flyers, radio or television advertisement spots, email marketing campaigns, or anywhere you choose. Use the phone number in your marketing campaigns and rely on the call tracking software to gather real time data about inbound calls.

While dynamic number insertion is required for sophisticated analytics, even static call tracking will help you refine your dental marketing campaigns so you can increase the quality of leads and gain patients through smart ad spending.

# Getting Started With Call Tracking

Call tracking is easy to set up yourself, even if you do not consider yourself tech-savvy. You can either choose a new telephone number or port your existing business phone number into a call tracking system.

Your call tracking dashboard indicates the number of calls coming from each channel. Verified data on the number of callers delivered by each unique number not only shows you what's working, it gives you the hard data you need to make marketing and search engine optimization budget decisions.

After you learn the dashboard settings, checking campaign effectiveness is as simple as logging in and reviewing the numbers. If you outsource your marketing to a local firm, they can enable call tracking on your behalf and deliver analytics to you or walk you through using the dashboard so that you can analyze your call data yourself.

# Call Analytics

Once you set up call tracking software for all of your marketing methods, the system will automatically collect data as phone calls come in. To get the most out of your investment, you will need to examine the call data gathered or review reports put together by your marketers.

Start unpacking call tracking data by reviewing the following key metrics:

## Number of first-time callers

If you simply look at the volume of calls, you will inevitably end up counting existing patients who rely on a quick internet search or consumer review site like Yelp to look up your phone number.

Call tracking software allows you to compare the total call volume and the number of first-time callers. Make a point of seeing how many first-time callers a campaign is reaching before you draw conclusions about its effectiveness.

## Keyword level tracking

When you are using dynamic number insertion, keyword level tracking can help resolve the question of what drives new customers to your dental website. If you have a particular service you offer, such as Invisalign braces, you will naturally want to know how many users are searching for keywords related to Invisalign.

Call tracking gives you another way to examine keyword effectiveness, in addition to using a web analytics tool. By reviewing web and call analytics, you can compare a given keyword's competition, price, and return on investment to see whether the term is worth its cost.

### **Landing pages**

DNI call tracking can help you evaluate the effectiveness of your dental website landing pages by showing which pages drive calls. If your cosmetic dentistry landing pages are converting three times the leads of other landing pages, that's important to know. Call analytics show where you are successful, so you can replicate what works.

### **Visitor timeline**

To garner as much data from a single phone call as possible, take the visitor timeline approach. Call tracking software can show you how a customer arrived at your website, which website pages they viewed before a phone call, and what actions they took on your website before, during, and after the call.

For example, say a Google search for dental implants returned one of your ads. A patient viewed the dental implants page and your About page, and then called to ask what insurance you accept.

Reviewing the visitor timeline shows you that adding insurance

information to the website will help patients figure out if you accept their insurance, so they don't need to call and ask. This frees up staff to devote more time to serving patients in your clinic or talking to good leads on the phone.

### **Lead quality**

When it comes to high-end dental services, what matters most is providing quality patient care and delivering on services that people want.

Not only can you see how many calls come from a given marketing channel, you can gauge the quality of the leads by seeing which channels promote the highest number of callers to book a dental service appointment.

Call recordings also deliver valuable information about lead quality. Call tracking software allows you to mark calls as having a good lead/bad lead status based upon the recorded call session. This can help you further refine your advertisement sources by seeing which channels deliver the most better leads, not just the highest numbers of calls. If you find that Facebook ads do not deliver quality leads, you can end that campaign and funnel the money into a channel that delivers better leads.



## Staff performance

When the waiting area is busy, reception staff may struggle to provide high quality customer service both over the phone and in person. If new callers can't get through to speak with a person, they may reach out to your competitor. Call tracking features, like missed call reports will allow you to view at a glance how many of your calls are going unanswered or are being sent to voicemail so you can make necessary changes to staffs availability.

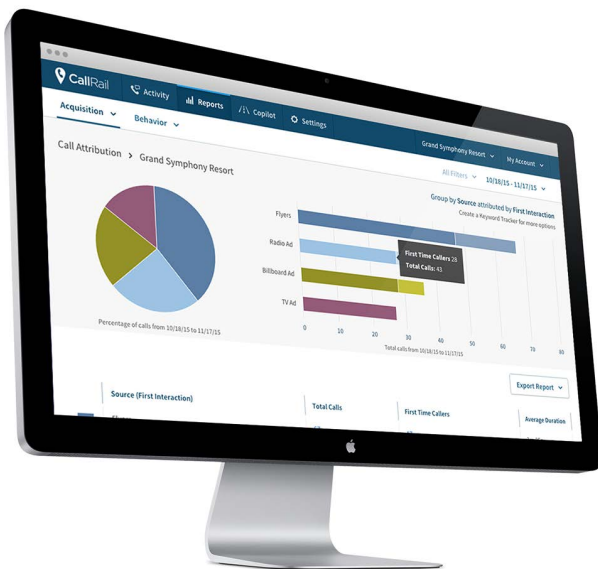
Call recording helps you analyze the needs of callers and performance of reception staff . If you find that many callers have the same question – say, about hours or directions – you can then add a service menu or a quick welcome message to the phone system. This eases the demand on your reception staff, keeps callers engaged, reduces the number of missed calls, and ultimately helps your staff provide better service to every patient.



## Bottom Line

Call tracking delivers the insights and information that you and your front office staff need to grow your dental clinic, increase your service bookings, and acquire new patients by smartly investing in marketing. Stop wasting time and money on efforts that do not pay off; instead, learn from quantifiable data and call recordings collected via call tracking, then replicate your successes to boost ROI.

With actionable insights just a click away, why not get started with call tracking for your dental practice?



Try it for yourself  
at [www.callrail.com/dentaltrial](http://www.callrail.com/dentaltrial)

[Start Your Trial >](#)

Need a guided tour?  
<http://www.callrail.com/dentaldemo>

[Request a Demo >](#)