



# How Heartland Dental Manages 800+ Social Media Accounts to Drive Effective Patient Care



Modern Marketing



Modern Advertising



Modern Research



Modern Care



Modern Engagement

FEATURES: Ads Reporting, Listening Insights, Publishing & Engagement, Ratings & Reviews, Integrations & APIs

## CHALLENGE

Heartland Dental’s mission is to help dentists focus on what they do best: keep patients healthy, comfortable, and confident.

## SOLUTIONS

- The social team uses Sprinklr’s core platform to manage Facebook and Google listings for 847 different locations.
- Using the Ratings and Reviews feature, the Online Responding Team can prioritize all online patient messages and reviews so they can respond efficiently.
- Sprinklr’s Active Directory API integration automatically adjusts to whatever office they’re tied to in their payroll system, which makes the on-boarding process easier to manage.

## PRIMARY BUSINESS OUTCOMES



Heartland Dental increased its adoption rate from 32% with their old tool to 96% with Sprinklr.



The Active Directory API saves time for all of its Regional Marketing Strategists and helps improve communications across the organizations.



The Online Responding Team reduced turnaround time by 780 hours per year, thus saving the company \$12,000 every year.



By addressing negative reviews, Heartland Dental can retain 1,400 patients annually, which is valued at \$700,000 a year.



Heartland Dental provides comprehensive administrative support services such as marketing, accounting, and hiring so that top dentists can spend less time handling those time-consuming tasks, and more time caring for their patients.

The company has a wide footprint: 8,000 employees and 847 office locations across the U.S., and multiple social media pages for nearly every location. With social accounts for so many locations, it was challenging for the company to keep track of comments and questions while proactively engaging its network of dentists.

In 2016 and into 2017, Heartland Dental tried managing social with Spredfast, but encountered product issues, an inability to customize the platform, and difficulty scaling to multiple locations. When the contract was up in June 2017, the company considered Sprout Social and Hootsuite, but ultimately selected Sprinklr's Experience Cloud for its ability to scale and meet its business needs for the future with a breadth of capabilities.

Briana Stewart, the Community Relations Representative at Heartland Dental, decided to adopt Sprinklr's Core Platform for listening and publishing along with Ratings and Reviews and Location Insights. "We liked Sprinklr because it was an enterprise tool," she says. "It was something that truly met our business structure in a way that other vendors were not doing."

### IMPROVING PATIENT CARE ON SOCIAL

Before using Sprinklr, Briana and her team of Regional Marketing Strategists responded to online patient reviews and messages natively. It was a laborious, time-consuming process that required the team to sort through every notification and scan each page for new comments or inquiries.

The arduous system is now a thing of the past. "With Sprinklr's help, we are managing all of our listings and all of our pages and profiles efficiently," Briana explains.

By accessing all pertinent social activity in a single platform, Briana and her team can now review and prioritize Facebook notifications across their 847 pages. As a result, they are much better equipped to capture - and quickly address - comments and questions from their patients.

### Brand by the numbers



8,000 employees



847 office locations across the U.S.



Founded in 1997



“Responding through Sprinklr is easier and less overwhelming, and it helps us identify priority messages,” says Briana. “Looking back, it makes me cringe to think that we were doing all of that natively. I can’t imagine going back.”

The upshot for heartland Dental is a newfound ability to provide a high level of customer care through social media. If an existing patient leaves a negative review on Facebook, for instance the company can spot it and respond quickly, improving its chances of retaining that customer.

The online Responding Team turnaround time has been reduced by 780 hours per year, which saves the company \$12,000 every year. They also see a 5:1 ratio in ROI and by addressing negative reviews, Heartland Dental can retain 1,400 patients annually which is valued at \$700,000 a year.

## ELIMINATING MANUAL PROCESSES

As Heartland Dental quickly implemented Sprinklr, Briana soon realized the challenges of managing 8,000 users in the platform. The company needed to remove users that had left the company, and add new hires soon after they started working for Heartland. Manually adding and removing proved to be overly time intensive.

To increase efficiency, Heartland Dental partnered with Sprinklr to create an Active Directory API that automatically removes or adds new users to the platform. “It’s definitely a huge win,” says Briana. “It saves me probably 5-10 hours a week of work.”

## A BRIGHT FUTURE—AND A BRIGHT SMILE—AHEAD FOR HEARTLAND DENTAL

The need for professionals to examine teeth and prevent cavities isn’t fading, especially as more people are requesting cosmetic treatments such as teeth whitening. In fact, the Bureau of Labor Statistics predicts employment growth of 18 percent between 2014 and 2024, with 23,300 new openings.

As the need for dentists grows, dental service organizations such as Heartland Dental are expected to boom. Through this growth, Sprinklr will continue to support Heartland Dental as it scales to help dentists in every way possible.

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**Briana Stewart**

Community Rep  
Heartland Dental

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