LogMeIn® Be Limitless.

KAD DENTAL™

SUCCESS STORY:
KAD DENTAL STAFFING

KAD Dental is a comprehensive business service company serving dentists and dental practices. Their purpose is to equip, empower and educate dentists and dental professionals such that they are able to set the highest standards in patient care. Their services include staffing, bookkeeping, dental business training, vendor coordination, human resource consulting and more.

GoToConnect   **GoTo**Assist

Challenge

Dental offices are deceivingly complicated ecosystems. From part-time and full-time staffing, training, and a fully functional phone system for call processing and routing, they have many special requirements that need to be satisfied in order to operate efficiently. KAD Dental Staffing prides itself on supporting dentists and dental practices by fulfilling these needs and equipping them with the right resources and tools for success.

KAD Dental Staffing strives to make each interaction unique and personal for both their clients and employees – so it's imperative that their communications can effectively empower these connections. However, as the firm grew and started handling between 4,000 and 6,000 phone calls per month out of their call centers, they grew concerned that their existing phone system wouldn't be able to keep up. Their phone system lacked many key features, the call quality was poor, and it was unable to handle critical after hours calls. The team quickly realized that a reliable, sophisticated phone system was needed – and the search for a better solution began.

Solution

Luckily, KAD Dental Staffing didn't need to look very far – many of their dental office clients were already using LogMeIn's GoToConnect (formerly Jive Communications). Phillip Singleton, Director of Operations, set up and configured the system and was impressed with what he saw. "Our previous solution worked to answer the phone, but that's really the only thing it did. Once I saw the features of GoToConnect that we could use at the dental offices, I was like, 'We need this for ourselves!'" said Singleton.

Once GoToConnect was implemented, KAD Dental Staffing saw immediate improvements in their ability to manage call flows. Singleton was able to set up a largely complex system of four phone trees complete with call queues to enable variable call routing depending on the time of day with ease. He can add hold music, inform callers that their calls are being monitored and recorded, and that they'll be handled in the order in which they are received – enabling the business to provide a polished and professional customer experience. "It's a pretty complex system that's built all within the tools that are given to us. It allows us to be more informative than before when a call came in and they were put on hold until the right person answered the phone," said Singleton.

Previously, KAD Dental Staffing supported after hours calls by way of a cell phone that was passed to the on-call staff member for that particular evening. Not only was this inefficient, it made for complications in the office: staff needed to handle the calls from the night before on top of the calls coming in during regular business hours. Now, urgent calls that come in after hours can be efficiently handled from anywhere on the GoToConnect platform. "Because of the way GoToConnect works, we have a dedicated line within the phone tree, and we can say whoever is on call has access to that line and the calls go to them. It's very efficient and it works without having to transfer to the physical cell phone, which is especially critical in an environment where we don't work together anymore," imparted Singleton.

Finally, Singleton has leveraged LogMeIn's GoToAssist solution to support remote employees with their phone or computer-related issues. He is able to help them solve their problems quickly and efficiently without the need of being in person, a critical benefit during the pandemic. "I don't know how to explain the value of being able to help someone when you can see the problem they're seeing. I can look, touch their screen, make movements for them, and see exactly what they've got. I think by using GoToAssist, it helps people feel like you're actually trying to solve their problem."

Results

Visibility into performance metrics	Increased productivity and efficiency	Saved time and money

Leveraging the combined solution of GoToConnect and GoToAssist has proven to be advantageous for KAD Dental Staffing. GoToConnect's reports and dashboards have provided Singleton and team the visibility into call volume, abandoned calls, missed calls, and other key performance metrics in their call centers. These analytics have been valuable in judging staffing levels so the team can adjust as needed to control costs. The organization has been able to seamlessly transition their previously face-to-face interviews for temporary positions to occur virtually using GoToConnect's video conferencing capabilities, allowing hiring to continue without disruption. Additionally, the call recording feature has allowed for recordings to be used for training purposes and future reference, all features that have greatly increased the team's productivity and efficiency. Lastly, LogMeIn's customer service has provided the attentive support Singleton needed through onboarding, launch and beyond.

When asked if he would recommend these solutions, Singleton said, "As we grow, we will need to develop many subsequent tools to maintain a clear line of communication. The GoToConnect and GoToAssist solution has been that value-added toolset that we've been able to use."

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- **Phillip Singleton**, Director of Operations, KAD Dental Staffing

Contact your account manager to learn more about GoToConnect and GoToAssist.