



## Reducing Costs and Increasing Conversions in Dental Support

**Industry:** Healthcare  
**Client:** Dental Services

### Challenge

The client needed a partner who could deliver consistent, high-quality patient experiences while managing large-scale operations efficiently. Their key challenges centered on agent performance, booking accuracy, and leadership alignment—along with the need to uncover new opportunities for growth and improved patient engagement. To address these needs, The Office Gurus first identified the main areas that needed improvement in performance and scalability:

- **Operational Consistency:** Rapidly onboarding new agents across multiple brands while maintaining service quality and speed to proficiency.
- **Conversion Optimization:** Improving booking conversions and minimizing appointment errors to ensure operational efficiency.
- **Leadership Development:** Building effective team leadership capable of providing real-time support and coaching.
- **Growth Opportunities:** Identifying new revenue channels, leveraging technology to create a “hometown” feel for patients, and gaining deeper insights into sentiment and intent to increase appointment show rates and CSAT.

### Solution

The Office Gurus began operations with 15 agents. Within months, TOG became the top-performing vendor in cost per booking and expanded to 120 agents across Belize and El Salvador.

#### Performance Acceleration:

Best practices were collaboratively shared to reduce ramp-up time for new agents. Custom scripting, training, and quality modules—leveraging TOG’s “SCOUT” sales techniques—were implemented to enhance patient interactions and drive conversions.

#### Leadership Empowerment:

Focused programs strengthened front-line leadership, emphasizing real-time support, motivational coaching, and accountability to sustain peak performance.

#### Specialized Training:

Recognizing the complexities of healthcare operations, TOG designed comprehensive training solutions. HIPAA compliance modules ensured data privacy, while the Rainbow Initiative familiarized agents with dental and insurance terminology. Sales training further improved communication and upselling effectiveness.

### Operational Integration:

TOG's agents handled end-to-end patient interactions—from appointment scheduling and rescheduling to insurance eligibility checks, outbound campaigns, email support, and ER care scheduling. This ensured seamless coordination and a consistently positive patient experience.

### Scalable Infrastructure:

Through adaptive workforce planning, TOG supported fluctuating volumes without compromising quality, enabling the client to scale rapidly while maintaining high patient satisfaction and operational control.

## Results

The partnership between The Office Gurus and the client delivered measurable, lasting improvements across every key metric. By combining data-driven insights, strategic workforce planning, and a people-first approach, TOG not only optimized daily performance but also strengthened the client's brand reputation and patient satisfaction. These results positioned TOG as the client's top-performing and most trusted nearshore partner:

- **Cost Efficiency:** Achieved a 33% reduction in overall cost per appointment, outperforming all other vendors within 3 months.
- **Conversion Growth:** Increased book-to-call conversions by 87%, driving stronger ROI and higher appointment show rates.
- **Revenue Expansion:** Generated a 21% increase in orthodontist add-ons, unlocking new revenue streams for the client.
- **Error Reduction:** Streamlined processes and quality assurance led to a significant drop in appointment errors, improving both patient confidence and operational flow.
- **Strategic Partnership:** Within a year, TOG expanded operations to El Salvador, becoming the client's largest-volume partner and the exclusive provider for their newest brand acquisition.

## Conclusion

By reducing cost per appointment by 33%, increasing book-to-call conversions by 87%, and driving a 21% lift in orthodontist add-ons, The Office Gurus helped the client scale efficiently while improving patient experience. The partnership combined disciplined operations, empowered leadership, and people-first execution to support sustained growth across a multi-brand dental organization.

Experience **The Guru Way:**  
Better, Faster, and More  
Efficient CX

20+

Years in Business

4500+

Total # of agents  
across all locations

80+

Clients Across the  
United States

4+ years

Avg. length of client  
relationships

### Global Footprint



Belize



Dominican  
Republic



El Salvador



Philippines



United  
States

Partner with the Gurus

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[LEARNMORE@THEOFFICEGURUS.COM](mailto:LEARNMORE@THEOFFICEGURUS.COM)



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