

Sono Bello Increases Show Rates and \$1.5M In Monthly Revenue with Textel



Patient experience is at the center of the Sono Bello brand. As an industry leader in cosmetic surgery, with 60+ locations across the United States, Sono Bello invests considerable resources into ensuring its prospects and patients receive the very best care, customer service, and treatment throughout the patient journey.

A core part of the patient journey is appointment scheduling. Prospective patients need to schedule consultations, while existing patients need to schedule (or reschedule) their physician appointments and surgeries. In the past, the Sono Bello team relied on phone calls and emails for patient appointment reminders, schedule confirmations, and to manage any changes or cancellations.

Constant No-Shows

Sono Bello struggled with low open rates, click-throughs, and contact rates. No-show rates were unacceptably high.

“Because our model is based on appointments, it’s critical to be able to get communication back and forth easily. Unfortunately, our patients weren’t picking up the phone or returning calls.”

With limited staff and time slots for patient consultation, each missed consultation was a lost opportunity to help someone in need of treatment. “Because our model is based on appointments, it’s critical to be able to get communication back and forth easily,” says Tim Surowiecki, Chief Marketing Officer at Sono Bello. “Unfortunately, our patients weren’t picking up the phone or returning calls.”

Lack of privacy and discretion were an issue. “Cosmetic surgery is a sensitive topic. Customers don’t want to say their age, weight, and body mass index out loud. They’re in meetings with coworkers. They’re out to lunch with friends. They want a more discrete way to provide this information. Text messages are perfect for that.”

Overburdened agents trying to manage appointment requests, updates, reschedules, and cancellations created a poor patient experience. Email and phone calls were too slow for the 100+ agent team.



At a Glance

Industry

Cosmetic surgery specialists

Location

United States

Organization

60+ locations across the United States

100+ Contact Center Agents

125+ board-certified plastic surgeons

Challenge

Addressing low contact rates and slow agent response

Solution

Texting enabled across customer service and marketing for more flexible patient experience

Results

- 9% increase in show rate

- 500 monthly shows

- \$1.5M new incremental monthly revenue

- \$250K monthly revenue through text re-engagement campaigns

The Textel Approach

- Business texting enabled across all Sono Bello locations.
- Ability for customers to ask questions, reschedule, cancel and follow up via SMS.
- Text-based marketing campaigns for new prospects.
- More efficient, asynchronous experience for customer service agents.

To improve contact rates, Sono Bello enlisted Textel business texting services across its entire patient experience. It was a service that patients had been waiting for. "The minute we enabled text messages at each of our locations," says Eric O'Brien, VP of Technology at Sono Bello. "We started getting inbound texts before even telling people about this option. As it turns out, our demographic is texting all the time."

Today, customers receive appointment confirmations by text, and they can text back to confirm, reschedule, or cancel. Alongside other contact channels, customer service agents now text one-to-one with customers. Everyone in the contact center sees text responses from patients. "Nothing falls through the cracks, and responsiveness is really great. We have two or three people available that can respond quickly. If we had left them a voicemail, we might have never heard back from them at all. It's a game-changer," says O'Brien.

"Our contact rates have never been higher."

"Our call center agents can have four or five texts going at any given time, versus being on the phone, you can really only do one thing. The asynchronicity of text messaging means patients can cancel, reschedule, or ask questions whenever they want, including off-hours." They also set up automatic responses that direct post-operative patients to call 911 for emergencies.

Textel enables Sono Bello to bring additional value through SMS marketing initiatives.



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Many Sono Bello patients begin their journey by filling out a web form to get further information or schedule a consultation. From there, the Sono Bello marketing team automatically initiates personalized text-based drip campaigns that patients can respond to via text.

"It just provides a level of user flexibility we didn't have before," says Tim Surowiecki. "It's an overall better user experience and puts our patients in a better mood when they actually show up to the appointment."

More Patients & More Revenue

Since deploying Textel, Sono Bello drastically reduced its automated phone calls to prospects and customers. "Folks who go through the texting process have a higher show rate and close rate," says Surowiecki. "Our contact rates have never been higher."

Sono Bello launched a same-day, text confirmation program. "We always had email reminders a couple of days out. But we felt like a simple day-of reminder would be helpful for patients," says O'Brien.

Show rates increased dramatically 9%, leading to 500 more "shows" a month and a \$1.5M increase in monthly incremental revenue. Textel-enabled re-engagement campaigns sent from the CRM are generating \$250K in incremental revenue per month.

Texting is providing a better customer experience in the contact center, too. "When customers text in, one of our staff members gets on it immediately," says O'Brien. "Rather than taking one call at a time, we've got agents handling a lot more case volume, sometimes multiple tickets at once, thanks to the ease and asynchronicity of text messaging."

"That's the tangible outcome," says Surowiecki. "What it really means is a much better patient experience. When a patient can quickly and conveniently confirm or reschedule their first consultation by text, that's an excellent first impression to make

of what it's going to be like working with Sono Bello. When they do have an issue or a question, our agents can handle it all quickly and via text, personally, underscoring our commitment to a really good experience for a patient."

O'Brien echoes this sentiment with a nod toward the partnership-like relationship Sono Bello has developed with Textel.

"Delivering this kind of experience isn't possible unless your vendors and technology partners act like partners. We always get a response from the Textel team when we bring questions or concerns about the patient experience to the table. If we've needed to dial things back or turn up our text volume, the flexibility to do so is there."

Better Care and More Revenue Streams

9%

Increase in show rate

500

Monthly shows

\$1.5M

New incremental monthly revenue

\$250K

Monthly revenue through marketing text campaigns