



Systems for Dentists



KUDOS

ONLINE REPUTATION MANAGEMENT FOR DENTAL PRACTICES



“YOUR BRAND NAME IS ONLY AS GOOD AS YOUR REPUTATION”. RICHARD BRANSON.



REPUTATION AT THE FOREFRONT

Reputation should always be at the forefront of your marketing plan.

Opinions matter- reputation is an essential part of your marketing plan, in fact it's the first area you should focus on. A good reputation conveys that your brand is reliable, and when choosing a dentist - reliability, trust and customer reviews all come into play in the patient's decision-making process.

Feedback is now a necessity. Customers expect to see reviews, staff recruitment is improved from a strong online reputation and regulators respect independence. Our Online Reputation Management tool provides all of this and you can be up and running within minutes. Our new tool can:

- Post reviews to your practices social media sites including LinkedIn, Facebook and Twitter
- Satisfy compliance requirements with NHS, FFT, CQC and FCA
- Ensure ratings receive star ratings on Google
- Feature prominently on NHS Choices
- Provide Feedback and Net Promoter Score reporting for your sales team and staff.

“ASSOCIATE YOURSELF WITH MEN OF GOOD QUALITY IF YOU ESTEEM YOUR OWN REPUTATION; FOR IT IS BETTER TO BE ALONE THAN IN BAD COMPANY”.
GEORGE WASHINGTON



OUR PARTNERSHIP DELIVERS

SfD is proud of the reputation we have secured over 30 years in the industry.

Our team go above and beyond what is required on a regular basis and our customers tell us that our customer support is second to none. That's why we've decided to develop our system further, and offer our customers an additional tool – Online Reputation Management.

Our Online Reputation Management tool (provided in partnership with Working Feedback) offers practices a regulated and effective tool when requesting feedback from each patient. The benefits of our Online Reputation Management tool are:

- Cross sell your other products and services
- Generate more customer referrals
- Build customer loyalty and trust
- Satisfy compliance and regulatory standard (CQC/ FCA)
- Grow your online and digital reputation
- Understand what you could do better



EMAIL & SMS

Our surveys and feedback requests can be sent via email or SMS, allowing for timely requests and ratings reviews from your patients. Once the reviews have been vetted by our team you can then add the reviews to your website and social media channels to celebrate the successes of your team and encourage more patients to join or receive treatment at your practice.



***“YOU CAN’T BUILD
A REPUTATION ON
WHAT YOU’RE GOING
TO DO”. HENRY FORD***

FIND OUT MORE:

**To find out more about
our Online Reputation
Management tool email us at:**

info@sfd.co

Call us:

0845 643 2828.

www.sfd.co/kudos

There is no time like the present to build on your online reputation. Dental practices across the UK are benefitting from the use of web and social media to build on their digital presence, encouraging patients to post online reviews to spread the word.

For as little as £50 per month, your practice can start to reap the rewards of our Online Reputation Management

tool and begin spreading word of mouth about the services you deliver. It’s also great for your staff to view the reviews to improve their service where needed and more generally as a morale boost when receiving feedback from a happy customer.



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