



Prero Orthodontics: A story worth smiling about.

For most business owners, a client’s smile is a minor reward. For Dr. Dovi Prero, it’s a lifelong pursuit. Since 2014, the Beverly Hills-based orthodontist has dedicated himself to putting smiles on his patients’ faces, in more ways than one.

Dr. Prero decided on his field early in life. As one of 11 children who all saw the same orthodontist, he experienced the transformative power of a better smile firsthand. Even then, he knew he wanted to be more than an ordinary orthodontist—and today, Prero Orthodontics is no ordinary provider.

“I became an orthodontist because of the relationship I can create with my patients,” said Dr. Prero. “It’s about the feeling of being taken care of, of another person’s interest in your success and self-esteem.”

In addition to cutting edge dental technology and orthodontics solutions, Dr. Prero’s practice is characterized by his passion for his work, commitment to his local community, and personal approach with every patient. And with over a hundred five-star reviews on Yelp, Facebook, and Google, that relationship-centric approach that has paid off.

WHEN PATIENTS LOSE PATIENCE WITH A GROWING BUSINESS

To maintain his standards of patient satisfaction and success, Dr. Prero pays close attention to every moment in every patient’s life cycle—from the moment they first get in touch with the office to the day they walk out with a new smile.

“Because we pride ourselves on our ability to provide a high quality of care, we must also pride ourselves on our accessibility” he said. “Patients should be able to reach us through whatever channel they choose—phone, email, text messaging—and connect with someone who represents our practice, at any time.”

Early on in his business, however, Dr. Prero found that he struggled to convert website visitors into real leads. There seemed to be no way to follow up with prospective patients:

“When people visited the website, regardless if they were referred by another doctor, a friend, or a Google search, we had no means of engaging with them. We could track them and send them ads, but in order to get them in the door and be able to help them, we needed to obtain their contact information.”

It wasn’t just the website that needed help. Dr. Prero was worried about missing phone calls and overextending his staff. As a firm believer in the happiness of his employees, he didn’t want to ask his staff to skip lunch or work overtime. But he also knew that many orthodontic patients are children whose appointments are booked by parents calling outside of working hours or during breaks in their schedule. And a busy parent has finite time:

“When no one answers, they effectively get the feeling that either we’re too busy or it’s not a professional operation. They might give it one chance—maybe two—but often people have the names of two or three orthodontists, and they’ll just move on to the next one.”

These were demoralizing and costly problems. Orthodontic treatment can range between a couple hundred and several thousand dollars. According to Dr. Prero’s estimates, he was losing an average of \$4,000 per missed connection online. Moreover, given that many patients become sources of referrals, he believes those lost customers could each have brought as much as \$30,000 to the business.

RUBY TO THE RESCUE, ONLINE AND OFF

Fortunately, it wasn’t long before Prero Orthodontics found a solution. While attending an orthodontic conference, Dr. Prero discovered Ruby.

Initially, Ruby’s online chat features are what drew Dr. Prero to the company. The benefits were immediately apparent: visitors could chat live with a friendly, professional agent any time of the day, ensuring Prero Orthodontics would never miss an opportunity to connect.





"I signed up right there," said Dr. Prero. "There was no contract, and no setup fee. And the people working for the company seemed genuine and honest, which was also important—and rare. As soon as we started using them, we started getting referrals."

Dr. Prero was also pleasantly surprised by the chat solution's features and tools, many of which helped him save money:

"We got the actual transcript of every chat, showing us exactly what people were concerned about or what their questions were."

While online chat gave Prero Orthodontics an early boost and continues to help the business grow, it's only one component of the practice's patient success strategy. Unlike many chat providers, Ruby also handles phone calls. In tandem with online chat agents, Ruby's HIPAA-compliant, virtual receptionists ensure that nearly everyone who contacts the office reaches a friendly, professional human in seconds.

For Dr. Prero, the service provides peace of mind; for his patients, it's virtually indistinguishable from speaking to an office staff member.

"When Ruby agents answer the phone with our greeting, patients automatically think they represent our office," he said.

This isn't to suggest that Ruby's agents can replace Dr. Prero's staff. Rather, during off-hours, the receptionists copy down callers' requests, names, and contact information and send the notes over to the office. Dr. Prero calls these details the "golden information" that callers are more willing to provide to another person rather than a machine.

"Ruby's team follows the instructions we sent over and is very much in tune with the way we want the phone to be answered," he said. "Then, after every call, we get a notification with a succinct message, and we're able to follow up immediately. It saves my staff time from having to dial into a voicemail—they can continue going about their day."

VIRTUAL RECEPTIONISTS AND LIVE CHAT COMBINED IN ONE, SMALL BUSINESS-FRIENDLY PACKAGE

Comprehensive, multichannel customer service and support may sound like a solution only accessible by enterprise organizations, but Ruby is built for businesses like Prero Orthodontics. The vast majority of Ruby's customers operate small, growing companies with close-knit teams.

What makes Ruby the perfect fit for small businesses? Perhaps it's the company's deeply-ingrained alignment with its customers' missions. Much like Dr. Prero's practice, Ruby was founded to foster human connections and make people smile.

It's a shared DNA that the orthodontist describes in a single word: trust.

"Trust is an integral part of everything we do," he said. "Trust is what makes any kind of medical or therapeutic treatment successful. And we trust Ruby to be our all-inclusive safety net. Online or on the phone, you're going to be taken care of by a friendly person. That reflects positively on my practice. As we would call it from the orthodontic perspective, it's about continuity of care—from the beginning to the end, across all touch points with our office."



Dr. Dovi Prero

Prero Orthodontics

Discover how Ruby can help your business grow.

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