

workingfeedback★

Third party feedback solutions
for UK businesses.



Read our reviews or write your own!

cherrytree
dental care

SUCCESS STORY

Cherrytree Dental Care



Cherrytree Dental develops their business by understanding the patient experience

Dental care has evolved significantly and patients now expect a wide range of care from the simple to more complex treatments based on evidence-based dentistry. This presents local practices with new challenges and opportunities for the forward thinking business. Cherrytree Dental embraced this expectation and by capturing and displaying patient-generated content with Working Feedback ratings and reviews, their reputation and quality of patients grew quickly.

Reviews drive quality, education and raise staff morale

Since partnering with Working Feedback in 2017, Cherrytree has consistent success in attracting new, quality local patients as well as an unexpected bonus for internal marketing with the boosting of staff morale by sharing the independently gathered patient feedback.

“The solution has made the process of patient feedback so simple with the requests easily sent out by email and text messaging. Working Feedback then moderates all reviews and ensures that they are shared through multiple platforms including our website, Facebook, Most Recommended Dentist and Google.

AT A GLANCE

Challenge

To grow patient numbers having recently taken over the practice.

Solution

Attract new, quality patients to the practice and gain loyalty.

Benefit

Reviews strengthen online presence and increase uptake of additional treatments.

★ A WIN-WIN SOLUTION



In my 31 years as a dentist,
Working Feedback is the single
best piece of investment in
marketing that I've ever had in
my career..

Niall Hutchinson
Practice Princial



Additionally, Working Feedback collates all the information and generates monthly feedback reports, analytics and Certificates of Achievement that we proudly display in Reception for our visitors to see” says Cherrytree Dental.

“Patients are explaining the treatment carried out and the positive effect the experience has had on their everyday lives within reviews. This is so important for other visitors to see as we also use the information to educate team members”, says Cherrytree Dental.

With a high number of consistent reviews, Cherrytree ensures patients understand why they are so highly regarded.