

Healthcare Case Study



How a leading healthcare provider partnered with us to enhance their reputation for their pain management centers and stand out from the competition. In an effort to keep the customer experience as "painless" as possible, this healthcare provider needed a reputation management solution that not only gave them insight into patient satisfaction but improved their online ratings and visibility as well.

THE GOAL

- Improve overall review response rate by 10%.
- Assess positive and negative trends found in reviews to determine next steps for improving service and growing their customer base.
- Establish a benchmark for success using competitor data.

THE APPROACH

- Implement a Reputation Management software to analyze their reviews quickly and compare to competitors.
- Define a designated team member to respond to Facebook, Google, and Yelp reviews through the Chatmeter dashboard.
- Set up store comparison reporting.

THE RESULTS

After 1-year

↑48%

AVERAGE PAGE-1 RANKINGS INCREASE

↑202%

INCREASE IN 5-STAR REVIEWS

↑328%

INCREASE IN REVIEW RESPONSES

- 82% increase in the overall number of reviews.
- Google page-1 rankings increased by 19%
- Google response rate increased by 329%.
- Star rating increased from 2.5 - 3.0 on Google

Increase in 5-Star Reviews

