

CUSTOMER CASE STUDY

How Whole You™ Used Nurturing Workflows and Constant Optimization To Help More People Into Life-Changing Treatments

THE CHALLENGE

High volumes of new patient enquiries impacted the customer service team's ability to provide quality follow-up and education to make more people consider the treatment

The Whole You™ team was using digital marketing and a nationwide testimonial campaign called "City of Sleepers" to help thousands of people having issues with their sleep every month, discover treatments that could improve their lives. The response to the campaign was overwhelming and the customer service team's ability to provide relevant information and education to the patients, as well as connect prospective patients with a local dental practice, soon became the bigger challenge.

Understandably, the team wanted the experience to be as frictionless as possible and as motivating as possible for prospective patients. They also wanted a solution that would free up the customer service team to focus on helping more people into live-changing treatments. So how could the team help new patients more efficiently?

THE SOLUTION

Automatically connect prospective patients with a local dentists quickly by using software that also nurtures would-be patients to conversion

Now, the Whole You™ team works with Somnowell Marketing because they have a deep sense of appreciation for human-centric healthcare. Somnowell Marketing's LDRS – a lead distribution and management solution – now manages Whole You™'s patient leads, regardless of how many there are. The Whole You™ team had the software customized to their specifications in just eight weeks by bringing in the patient insights that both companies possess and it was up and running by March 2019.

The solution responds to prospective patients immediately, so they can learn about life-enhancing treatments for them and their family members no matter what the time of day. It also provides the ability to engage with prospective patients multiple times via multiple touchpoints to encourage more people to commit to the treatments. The Whole You™ team also use the LDRS for detailed reporting on all areas of activity, so they can make regular changes to improve outcomes.



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"We chose Somnowell Marketing because of the experience and insights coming from their own oral sleep device business, and the system they had previously built, which is designed to process a high volume of leads with maximum efficiency.

The efficiency that the system brought allowed us to follow-up on a greater number of patients who were looking for the solution, more frequently and on a deeper level.

Before using Somnowell's LDRS, our team spent most of their time dealing with a vast number of constantly incoming referral enquiries. Now, with the LDRS, our team is spending most of their time analyzing and optimizing the communication messages and the nurturing workflow. The result is, we are able to help more people get connected to the providers of Whole You™ devices and help them get back to the restful sleep they deserve, sooner."

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Akashi Shimizu, Marketing Director
Whole You™

INDUSTRY: Healthcare

COMPANY BACKGROUND: Whole You™ offers innovative medical products that allow those with sensory and physical mobility challenges to live life to the fullest

MARKETS: United States

THE RESULTS:



from 1 engagement per patient to 9 engagements via multiple touchpoints

54%

improvement in conversion rate within the first 3 months of launch

80%

of the customer service team workload were freed up

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