



CASE STUDY

SMILES & CO. DENTAL GROUP
DRIVING NEW PATIENT GROWTH
THROUGH REVIEW ACCELERATION

Overview

Client Overview

Business Name: Smiles & Co. Dental Group

Location: Orange County, CA

Employees: 15

Annual Revenue: \$2.4M

Challenge: Inconsistent online visibility and low volume of new reviews despite strong patient satisfaction.

Objectives

- Increase volume and velocity of Google reviews
- Improve local SEO rankings to attract new patients
- Streamline the review collection process for front office staff
- Drive measurable revenue growth via improved online reputation



Solution Implemented

Smiles & Co. integrated **Fugutech's AI-powered review generation platform** with their practice management software to automatically trigger personalized review requests via **SMS and AI video** post-visit.

Fugutech's white-label solution enabled the front desk team to remain hands-off while maintaining a personal touch—using smart video outreach tailored to each patient interaction.

Key Results (First 6 Months)

Metric	Before Fugutech	After Fugutech	% Change
Google Reviews	142 total	608 total	+328%
Average Monthly Reviews	7	78	+1014%
Google Star Rating	4.2	4.8	↑ Improved
New Patients from Organic	24/month	61/month	+154%
Revenue Attributed to Reviews	\$5,100/month	\$12,900/month	+152%

“We used to rely heavily on referrals and insurance directories. Now, over 60% of our new patients say they chose us *because of our Google reviews*. Fugutech made it effortless for our team—and our patients love the personalized messages.”

— *Dr. Natalie Cruz, Founder of Smiles & Co.*

Why It Worked

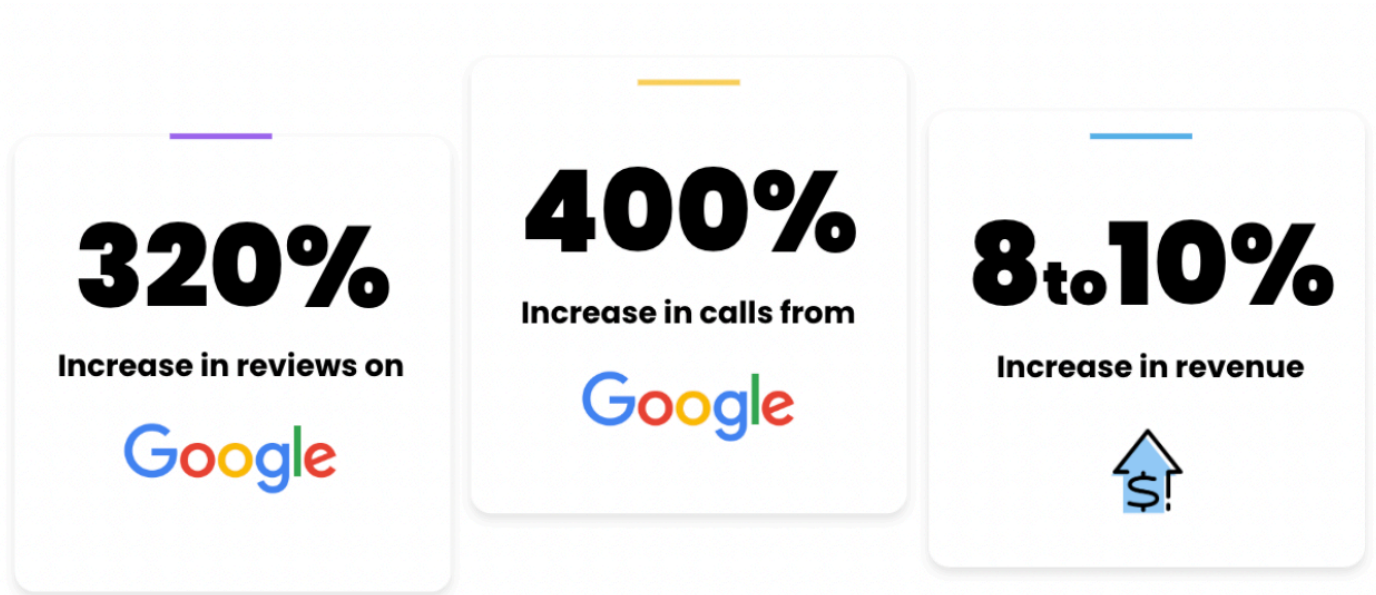
- **Automated + Personalized:** Patients responded at 5x the industry average because they received a warm, personalized video message directly via SMS.
- **Real-Time Review Flow:** Reviews were gathered when the experience was fresh—boosting both quantity and quality.
- **Reputation to Revenue:** With a higher star rating and greater volume, Smiles & Co. began ranking in the top 3 results for “Best Dentist in Orange County,” leading to significant organic growth.

Conclusion

Fugutech helped Smiles & Co. transform their happy patients into high-impact promoters. With minimal operational overhead, the practice improved its digital presence, accelerated patient acquisition, and increased monthly revenue by **over \$7,000** directly tied to online reviews.

Interested in results like these?

Let's talk about how Fugutech can help your practice turn 5-star service into 5-star growth.



Conclusion

This case study demonstrates how a business can quickly improve its online reputation with a proactive review generation strategy. By leveraging automation, customer engagement, and strategic timing, businesses can significantly enhance their digital presence and increase customer trust—ultimately leading to higher sales and sustained growth.

Contact Information

For any questions or clarifications, please reach out to the project lead:

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