



New Building, New Telephone System For Premier Dental

Company Profile

Premier Dental provides family and cosmetic dentistry to the Cedar Rapids area. They have four dentists, five hygienists, five assistants and six front office staff. A new building was constructed that merged three separate practices into one convenient location just off I-380, on 32nd Street NE.



about Premier Dental while on-hold. As with any new technology, change can be scary. "Erb's had a major role in setting up the details and working directly with the telephone company," said Karla Kriegel, office manager, "We appreciate the ease of the transition and the training they provided to us."

Situation

Communication with patients is vital. Premier Dental needed a system that would project a professional image while being easy to use and support.

Solution

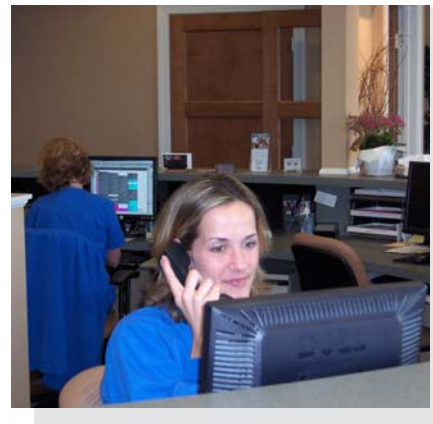
Erb's worked with Premier Dental to find a system best suited to their needs—an ESI telephone system with integrated voicemail. They also worked with On-Hold Marketing to develop a professional outgoing message customized to their business, so patients could learn more

Results

Premier Dental is able to provide better patient care through this new system. Now, with the touch of a button, patients can leave a voice mail for their doctor, or conveniently reach them after normal business hours. "With the automated help button, we are able to seek help instantly, without referring to manuals, and we know Erb's is local and just a phone call away," commented Karla.

"Erb's has a small town feel, with big city products. They have become like friends, very eager to please and have earned our trust."

-Karla Kriegel
Office Manager



trust
value
partnership