

Real Results from
Chattanooga Dental Arts

**How One Dental
Practice Increased
Phone Conversion from
40% to 74% Without
Hiring Another Front
Desk Team Member**



40% → 74%

Phone
Conversion

+17

New
Patients

24/7

Phone
Coverage



Practice Snapshot



Practice Type: General Dentistry

Primary Challenge: Phone conversion
and missed opportunities

Goal: Capture more opportunities
without adding more pressure to the
front desk

Solution: SMC AI Receptionist

Inside this case study you'll discover:

- ✓ What was preventing patients from scheduling
- ✓ Why adding more team members wasn't the answer
- ✓ How AI supported the front desk instead of replacing it
- ✓ The exact results after implementation

*"We weren't trying to
replace our team. We
were trying to help
them succeed."*

— Dr. Jancy Parkerson,
Chattanooga Dental Arts

THE PROBLEM WASN'T MARKETING

Growth was being limited by capacity

Marketing generated interest, and patients wanted appointments. But every phone call required immediate attention — pulling the team away from patients already in the office.



Phones ringing during patient check-in



Multiple calls arriving simultaneously



High administrative workload



Inconsistent scheduling conversations



SMC Insight

Many practices assume they need more marketing. In reality, many first need a better system for converting the opportunities they already have.

THE RESULTS

Chattanooga Dental Arts · After SMC AI Receptionist

Phone Conversion

~~40%~~

74%

85% Improvement

Additional New Patients

+17

From Improved
Phone Performance



"The biggest breakthrough wasn't adding more marketing. It was making sure every opportunity had someone ready to answer."

— Dr. Jancy Parkerson, Chattanooga Dental Arts

WHAT CHANGED

Before vs. After: A side-by-side view of the practice transformation

Before SMC AI Receptionist

- ✗ Incoming calls interrupted patient care
- ✗ Long callback lists piling up
- ✗ After-hours opportunities lost
- ✗ High administrative workload
- ✗ Inconsistent scheduling conversations
- ✗ 40% phone conversion

After SMC AI Receptionist

- ✓ Calls answered immediately
- ✓ Appointments scheduled 24/7
- ✓ Consistent patient experience
- ✓ Reduced interruptions for doctors
- ✓ Front desk focused on in-office patients
- ✓ 74% phone conversion

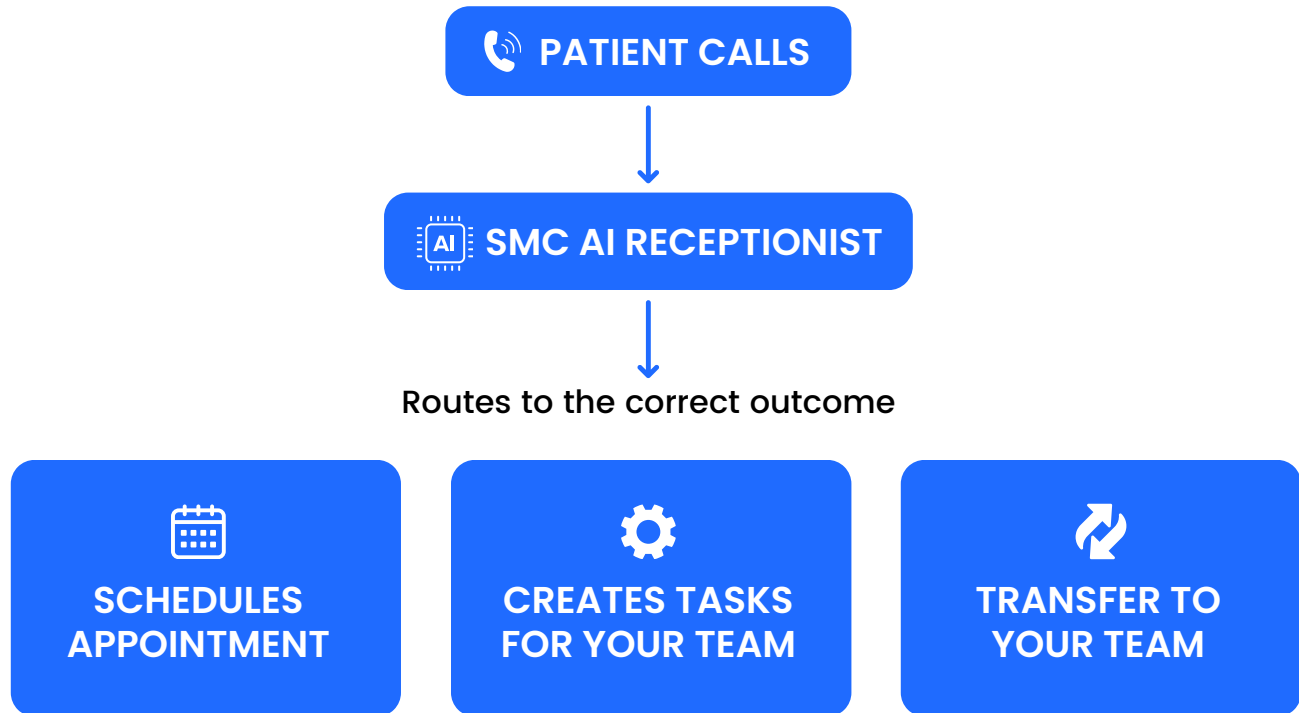


Many practices spend months trying to improve marketing when the quickest opportunity for growth is improving how incoming calls are handled.

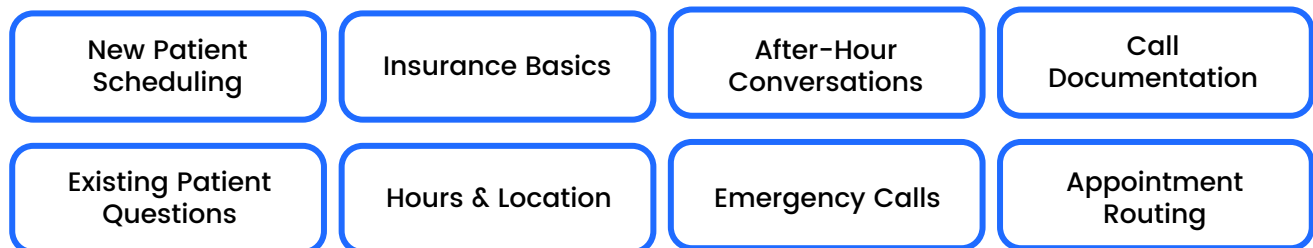
SOLUTION

Adding Capacity Without Adding Headcount

Every routine call answered. Every in-office patient fully served.



AI Handles:



"Our team wasn't competing with AI. They finally had help."

— Dr. Jancy Parkerson, Chattanooga Dental Arts

Five Lessons Every Practice Can Apply

1

Lesson One

Marketing only works when someone answers the phone. Every missed call represents a patient who was ready to choose a dentist.

2

Lesson Two

Phone conversion is one of the fastest ways to improve growth. Small improvements often produce significant financial results.

3

Lesson Three

Technology should strengthen your team. The best systems eliminate repetitive work so people can focus where they create the greatest value.

4

Lesson Four

Patients expect immediate responses. Practices that respond first often become the practice patients choose.

5

Lesson Five

Growth requires operational capacity. If the front desk is overwhelmed, additional marketing usually creates more stress instead of more production.



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