



Transforming the Clyde Munro Dentistry Group.

Global4's exclusive partnership with Clyde Munro Dental is underpinned by a deep understanding of dental pains that can be solved with unified communications.



HOSTED TELEPHONY



IT SERVICES



DATA CONNECTIVITY



BUSINESS MOBILES



BUSINESS ENERGY

How we've transformed the Clyde Munro Dentistry Group.

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By creating group interconnectivity, alleviating customer frustrations, and upgrading functionality Clyde Munro Dental we able to achieve cost-reducing consolidation and new revenue streams. This scalable infrastructure strategy facilitated growth from 16 local practices to 50, and enabled Clyde Munro Dental's ultimate goal to help keep Scotland smiling.

Before working with Global 4, Clyde Munro Dental were;

1. Maintaining different systems in each practice which was time-consuming and creating inefficiencies.
2. Finding fault reporting processes unclear and cumbersome - making it challenging to address issues quickly.
3. Finding that phone outages could go undiscovered for several hours, leading to frustration among staff and customers.

Unreliable internet connectivity further compounded these issues, impacting the efficiency and productivity of the entire practice. Addressing these challenges required a partner who understood the unique needs of dental practices and has the expertise to deliver reliable and efficient technology solutions. And that's where Global 4 stepped in.

Global 4 successfully became the exclusive supplier to the whole estate of Clyde Munro Dental Groups and implemented a Cloud telephone system as well as data connectivity throughout. Global 4 were able to provide a 37.5% cost saving with upgraded supply, as well as collating supply for single consolidated monthly billing. The group now has a single contact number for group-wide Global 4 support, and inter-practice connectivity allows call answering by any available receptionist. A disaster recovery plan diverts calls to neighboring practices, while unanswered calls are routed to a central answering service. Missed-call reporting software allows for proactive call returning, while call recording provides quality reassurance and protects against abuse. Additional practice manager handsets were provided to support reception, and an alert system identifies connectivity issues immediately. The fastest possible broadband service was deployed for each site, along with new routers and guest Wi-Fi. Monthly usage reports were also introduced to monitor bandwidth requirements per practice. These solutions helped streamline and optimize the telecommunications services across the dental practices, leading to improved efficiency and productivity.

A monthly saving of 37.5% on total billings allowed the initial investment to be recovered within 9 months. This reduction percentage remains stable for each new practice acquired by the group, so the absolute saving continues to increase with expansion. With acquisition being a key objective for Clyde Munro, Global 4 devised an acquisition strategy for onboarding new practices, a simple future-proofing process, easy to communicate to new staff and predictably implement by Global 4 as required.

“It was a stroke of genius to upsell Invisalign. We’re planning our future stretch targets for new products with this possibility in mind now.”

“It’s amazing what it can tell you about outages – we know before here in head office before our practice receptionists do!”



CLYDE MUNRO

