



// CHALLENGE

Solea® is the world's first computer-aided CO₂ laser system to be cleared by the FDA for all tissue. Solea, made by Convergent Dental, is a significant investment for a dental practice and competes with other capital expenditures a dentist could make to grow the practice.

// SOLUTION

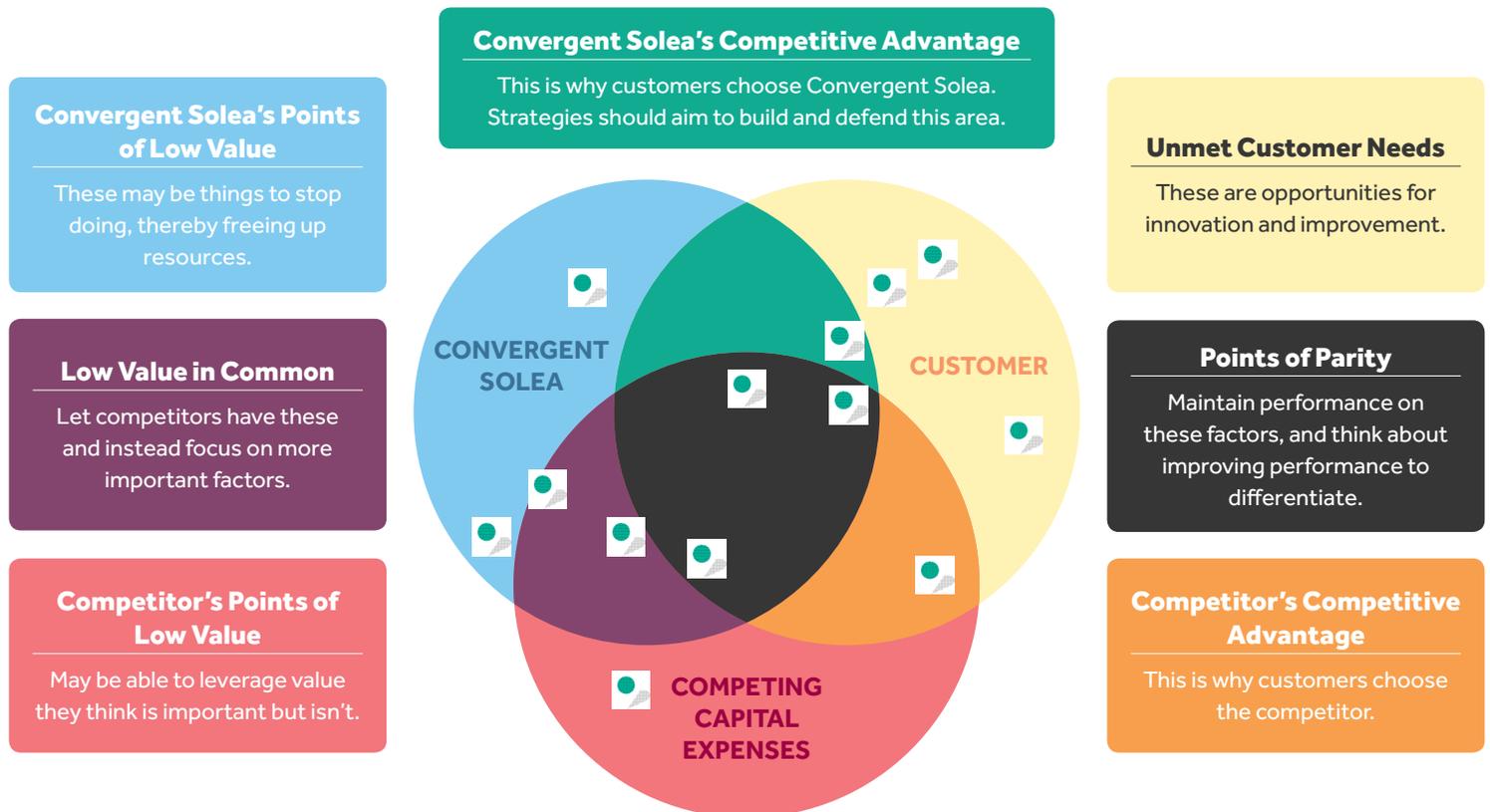
Convergent Dental partnered with Vennli, whose software and services help businesses improve decision-making by making it easy to understand how customers make choices. Using the integrated survey platform, Convergent easily gathered real-time insights about what's most important to dentists and dental patients and how they choose between competitors. Intuitive data visualization quickly led to decisions aligned with customer needs.

// KEY INSIGHTS TO DRIVE BETTER DECISIONS

Convergent conducted multiple growth cases with Vennli to understand how both dentists and patients make decisions.

They discovered that 95% of dentists agree that patient retention is an important component to the financial health of their practices. Unfortunately, only 66% believe that purchasing equipment, such as a Solea Laser, would help them retain patients.

To better understand the impact a Solea laser has on a dentist's ability to retain patients, Convergent used Vennli to study the perception of dental patients. They learned that 11% of patients are planning to leave their dentists for reasons not related to life factors (e.g. moving, change in insurance). By contrast, of the patients who have experienced Solea, only 1.4% of those patients intend to leave. This finding represented significant ammunition for Convergent to market their laser more effectively to dentists.



// RESULTS

Convergent took immediate action to drive sales. They leveraged these findings to increase the effectiveness of their marketing messaging to increase sales. As part of these efforts, they were able to drive a 2,002% sales increase between 2013 and 2016.

2,002%
SALES INCREASE



"The way Vennli visualizes data about how our dentists and dental patients make decisions is totally addicting. The insight Vennli provides enables us to accelerate product adoption in the market because we better understand how the customer is thinking and can tailor our sales and marketing initiatives in the most impactful way."

– Dave Garabedian, VP Marketing