






# Case Study: Medical Clinics

Driving meaningful, measurable results through listings management

With 300 privately owned and franchised medical clinics across Spain, the client needed a solution to manage and optimize their local online data. By partnering with DAC, they were better able to connect with customers wherever they happen to be, driving transformative business growth!

## Listings management in action

	The challenge	The result
<b>Visibility</b> 	<b>34%</b> Visibility in vendors was 34%	<b>98%</b> Visibility increased 2.8x
<b>Accuracy</b> 	<b>71%</b> Only 71% of locations were showing accurate information	<b>93%</b> Accuracy increased 1.3x
<b>Calls</b> 	<b>1,345</b> The client was receiving 1,345 calls per month	<b>11,907</b> The number of calls per month soared 8.8x
<b>Traffic</b> 	<b>271</b> The client was receiving 271 visits per month	<b>2,889</b> The number of visits per month skyrocketed 10.6x
<b>Reviews</b> 	<b>93 3.1 -8.60%</b> Reviews were generally negative with no responses from the brand. In June 2017, there were 93 reviews with an average score of 3.1 and Net Promoter Score of -8.60%	<b>158 3.7 29.30%</b> The number of reviews went up due to the boost in visibility. The review score and Net Promoter Score also rose as the client started responding to reviews