Cellulite Physician Services: perfecting client experience

At Cellulite Physician Services, a client's comfort is as important as their treatment. Whether it means providing a client their favorite music, aroma preference, temperature setting, or beverage of choice, experience is top of mind for owner and Medical Director Dr. Andre Mitchell.

But Dr. Mitchell wanted his commitment to care to start from the very first hello–even when that hello came from his website.

"I wasn't necessarily losing potential clients through my website," said Dr. Mitchell. **"But I wanted find a way to answer questions in real-time to provide that extra level of service."**

After learning about Ruby's live chat solution, he saw a chance to bridge the gap between his website and office. Chat could be a comfortable and safe online space for visitors to ask questions about services and procedures.

A new gen of lead gen

With an estimated 77% of customers avoiding purchases from brands without live chat support[1], chat is a powerful tool for capturing opportunities. Put simply, people demand modern and intuitive customer communication from businesses. And healthcare providers like Cellulite Physician Services are no exception. The company's website chat not only adds an extra level of service for clients but plays a critical role in lead generation.

For Dr. Mitchell, the value of real-time online communication with clients was immediately apparent.

> **"Our lead-to-conversion rate increased to nearly 30 percent, and I don't see any reason why this trend won't continue."**

Culture of care

Comprehensive client care doesn't only benefit Dr. Mitchell's clients. Ruby's partnership provides some much-needed balance to his busy day.

"As a new practice, I'm still wearing a lot of hats," said Dr. Mitchell. **"Ruby allows me to take things off my plate and feel confident knowing my clients are in good hands."**

He added: "Ruby's culture doesn't just provide good service, but exceptional service. There's a continuity I've never seen before. Throughout my experience, everyone provides exceptional service to ensure I'm getting everything that I need. That's Ruby's magic."

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