

Case Study



Ultradent Products, Inc.

Founded in 1979, Ultradent has grown to become the leading developer of high-tech dental materials, devices and instruments with more than 500 products and 67,000 customers around the world.

Business Challenge

One of Ultradent's core goals is valuing quality human relationships. For Ultradent, that begins with being able to capture the voice of the customer. The company wants to know what their customers are thinking and how they feel about products or specific aspects of the business.

While in the medical field, Ultradent is a manufacturer. Its primary customers are dentists who use their products to provide dental treatments. It is vital that Ultradent stay in touch with the pulse of its customers and be able to quickly respond to their needs. If Ultradent fails to listen and respond, it is likely that their customers will leave and take their patronage to a competitor.

With tens of thousands of customers spread around the world, Ultradent needed a centrally located solution that could easily capture customer feedback, as well as simplify the way the company interacts and responds to that feedback. After a review of several potential solutions, Ultradent deployed CustomerVoice by Allegiance. In addition, in an effort to capture employee feelings and insights, Ultradent has launched an employee feedback channel powered by Allegiance EmployeeVoice, and a Web-based compliance hotline powered by SilentWhistle.

Solution

Behind the "Contact Us" link on Ultradent's Web site are three feedback channels for customers and employees. Each serves as case management solutions helping Ultradent to gather, track, analyze and respond to customer and employee feedback. CustomerVoice powers Ultradent's customer feedback channel, which serves as the central repository for all customer questions, comments and concerns.

The Allegiance feedback tools allow Ultradent to categorize incoming feedback so it is routed to the appropriate person who is responsible for tracking the feedback until resolution. This ensures that all feedback gets to the right people and is addressed quickly and appropriately.

As customers receive responses to their feedback and realize that their feedback matters to Ultradent, they become more engaged with the company. Engaged customers buy more product; they refer Ultradent to other people; they are less likely to stop doing business



**Benefit realized from use of Allegiance
CustomerVoice in past 12 months: \$330,000**

**Benefit expected from use of Allegiance
CustomerVoice over the next 5 years:
\$2.67 million**

**Benefit expected from use of Allegiance
CustomerVoice and other Allegiance customer
engagement solutions over the next
5 years: \$6 million**

with Ultradent, and will actually stay longer. They also give feedback, which helps Ultradent to address issues and resolve concerns quickly. By deploying CustomerVoice, Ultradent is strengthening customer engagement and helping to move customers from their swing or disengaged groups into their engaged group.

Results

In the first 12 months of using CustomerVoice, Ultradent has collected more feedback than in previous years; realizing an increase of approximately 40 percent. The company calculates that because of the increase in feedback through CustomerVoice, they have achieved a benefit of \$330,000 in the past year. They also estimated a CustomerVoice, projected five-year benefit of more than \$2.67 million.

Allegiance Case Study

The company now has the right tools and people in place to manage each customer concern quickly, and customers now have a convenient and confidential way of giving feedback, which is helping to strengthen customer relationships and save revenue. Ultradent now has better real-time voice of the customer data, which helps them to more accurately react and resolve issues, as well as identify trends to help them make proactive changes.

“When customers have a suggestion, compliment or complaint, we want to know about it right away and get the right people involved to make sure the issue is resolved. We consider this part of our culture now, and we are seeing the benefits,” said Melanie Jones, e-commerce manager with Ultradent.

As a result of using the Allegiance CustomerVoice product, in conjunction with Allegiance’s other customer engagement solutions, Ultradent projects more than \$6 million in benefit over the next five years – a powerful and profitable result of being more customer-centric.

“Ultimately, CustomerVoice helps us to listen and respond to the voice of the customer, which is having a tremendous impact on our ability to meet the needs of our customers,” said Jones. “With the help of Allegiance, we have been able to quantify the benefits of customer engagement for our company, which helps to validate our commitment in time and resources that we have put into our feedback initiatives. We are convinced that through our feedback and engagement efforts, we are taking those so-so – or disengaged – customers and strengthening their emotional ties to Ultradent.”



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Allegiance measures the benefits of engagement behaviors in four primary and four secondary ways. The primary benefits are share of wallet, positive referrals, churn, and feedback response, or the ability to collect and manage feedback. Calculations project a modest 1% shift of the company's customer base into the Engaged group each year.

Allegiance invites you to calculate the positive economic impact of your customer engagement. How much more revenue could your company realize by shifting just 1% of your customers into your Engaged group each year?

**Find out by contacting Allegiance for a no-obligation economics of engagement session.
Call 1.801.617.8000 or email sales@allegiance.com.**

**For more information, visit www.allegiance.com.
To demo a product or contact Allegiance sales,
call 801.617.8000.**