It’s the service that counts at The Dental Directory

The Dental Directory is the UK’s largest independent full service dental dealer, with an outstanding reputation for excellence. Backed up and supported by a national sales force, and with access to the best dental equipment and sundries available in the market, it’s little surprise that The Dental Directory stands head and shoulders above its competitors.

There are many different professional aspects that have to come together effectively and efficiently in order to maintain the high standards of such a well-respected and successful company. On this basis, it is essential that there is a team of exceptional staff on hand to support each other and, by extension, offer the best all-round service to the customer. This support network is invaluable, as it enables all areas of customer enquiry to be fully assessed and dealt with by the most knowledgeable member of the team.

An integral role and one that is central to The Dental Directory’s high standard of customer service, is that of the Business Consultant. Jackie Kendrick, a Business Consultant for the last five years, explains why:

‘As a Business Consultant for The Dental Directory, our primary role is to visit customers, provide support and ensure that all of their equipment and sundries requirements are met. On the whole, I tend to meet with the practice manager or principal dentist and discuss with them the various needs of the practice and suggest ways in which The Dental Directory can assist’.

Jackie also relies on her cohesive team for help and support which she feels enables her to deliver that all-round service to the customer.

‘If I’m unable to provide a sufficient answer or explanation, I can pass the query directly on to a colleague who may have more knowledge or expertise in that area. Thanks to the close-knit nature of my team, there is always somebody that can help and this benefits the customer enormously.’

It is vital in any business to keep your finger on the pulse in terms of new products and developments, as well as having a clear understanding of how to use them safely and effectively. By doing this, you ensure that your customers experience a top quality service that is both knowledgeable and supportive and one that they will remember.

Jackie explains her role in keeping Dental Directory customers up-to-date with all the latest products on the market,

‘If a customer is interested in a particular new product, I can supply them with a sample to try out, and in addition to this arrange for a manufacturers representative to visit and provide a demonstration. I have an excellent working relationship with both customers and manufacturers and because of this, expert advice is always available to my customers. I find that my background in dental nursing also gives me further insight into what it is that the practice requires. This understanding allows me to discuss the various needs of the practice with the practice manager or dentist and then offer informed, experienced advice.’

The support offered to clients by The Dental Directory Business Consultants is exceptional and integral to the company’s ongoing success. Understanding customer expectations is a key factor in providing the appropriate support to customers, and is something that The Dental Directory considers extremely important.

‘When I meet with a new customer, initially I will go in and spend some time discussing their expectations, requirements and answering any questions about my role and how I can assist them. On future visits, I’ll usually install the online buying programme Desktop Directory onto the practice computer and then sit and go through the process of placing orders online and the advantages of doing so. If a customer experiences any difficulties with ordering, understanding a new product or returning a faulty item, then I am their first port of call. By

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working so closely with our customers, I find that a strong level of trust is built up very quickly and this is hugely influential in why The Dental Directory has such an outstanding reputation for customer service.

A serious and continuing issue, and one which often dominates the minds of practitioners, is decontamination. As a result, there is a great need for the Business Consultants at The Dental Directory to be fully up to date in terms of knowledge and product understanding. It’s important for customers to feel that their concerns are being dealt with by knowledgeable professionals offering them the best advice.

‘The biggest area of concern for my customers’ is decontamination and the HTM 01-05 guidelines. At The Dental Directory we can arrange for an equipment representative to visit the practice and draw up a free plan, which illustrates how best the practice can comply with the HTM 01-05 guidelines. The advice is free and without obligation, it’s a fantastic service for customers’. Every business, large or small, aspires to be the best. All will measure success in different ways, but what unites all businesses is the common goal of customer satisfaction and, ultimately, loyalty. So, what is the secret to keeping customers happy and always coming back for more? Jackie explains, ‘A really important concept in our approach to customer service is providing help and support to customers, rather than constantly trying to make a sale. We also aren’t paid on commission like other Reps, so we have only the customer’s interests at heart’.

Jackie believes, ‘It’s about going that extra mile and providing a personal service. For example, I always ensure that I help my new customers unpack their first order so that I’m there if any issues should arise that need resolving. This is a really good way of beginning to build a strong working relationship and developing trust with customers.’

The Business Consultants at The Dental Directory play a really vital role in providing and maintaining top quality customer service. However, they don’t pretend to be Marketing Consultants, IT Specialists, Training Experts or even Merchandising Guru’s. At The Dental Directory they concentrate on being your Business Consultants and doing what they do best - looking after the customer.

Business Consultants like Jackie have contributed to setting the precedent, and as a result, all new and future customers can look forward to seamless, outstanding customer care and support from The Dental Directory.

For more information on how The Dental Directory can help your practice, speak to your Dental Directory Representative or call 0800 585 586 or visit us online at dental-directory.co.uk