



# Kids Dental Brand

## CASE STUDY





# COMPANY PROFILE

**Kids Dental Brands** is a business support organization providing a variety of essential practice services (management, human resources, financial, marketing, etc.) for dental practices across the United States.



The incoming Director of IT inherited a sub-optimal situation that included **outdated technology with voice and data providers leading to outages and loss of clientele.**

Additionally, their phone system was outdated and lacking important integrations with other software being used.

On top of this, due to poor vendor agreements, the company was **overpaying for those solutions compared to other superior alternatives.**

The organization didn't have the resources to hire a full-time person specifically dedicated to refine and enhance their technology capabilities.

The background of the right side of the slide is a blue-tinted photograph of several people holding up white signs. Each sign features a close-up image of a person's smiling mouth and teeth. The text "KEY ISSUES & CHALLENGES" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

# KEY ISSUES & CHALLENGES



**TECH-GOFER**

That's when **Kids Dental Brands** looked to Tech-Gofer to partner and manage the effort of bringing their systems up to date and increasing the overall return-on-investment. **Tech-Gofer made the entire process for the client simple and easy from quoting, activation, and installation.**

Specifically, Tech-Gofer worked with the client to identify and implement superior solutions for both their call center and normal retail office users including integrations with Office 365 and other software which **immediately enhanced employee efficiency.**

Tech-Gofer also restructured their data network to include more bandwidth with redundancy at a **20% decreased rate** than what they previously had. Finally, Tech-Gofer negotiated deals on the behalf of the client leading to **better contractual terms on all services** than would have likely been realized otherwise.

**STRATEGIES &  
SOLUTIONS**



# RESULTS & OUTCOMES



The client sees Tech-Gofer as an extension of their internal team working as a “one-stop-shop” for any and all IT related solutions. As such, the client didn’t have to make another internal hire to that job and thus, reports a **savings of \$75,000 to \$140,000 per year** just by having access to Tech-Gofer and all the services that are provided.

In the words of the IT Director, ***“they save us time, money, and effort so we’ll be using Tech-Gofer for all of our tech needs moving forward”***.



# FUTURE OUTLOOK



**Kids Dental Brands** has updated its technological capabilities allowing it to provide much better service to its clients.

In addition, the company has experienced far more efficiency and effectiveness with its technology, and has much better vendor agreements in place. **The company intends on working with Tech-Gofer to help them with their cyber security in the near future.**



**TECH-GOFER**



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