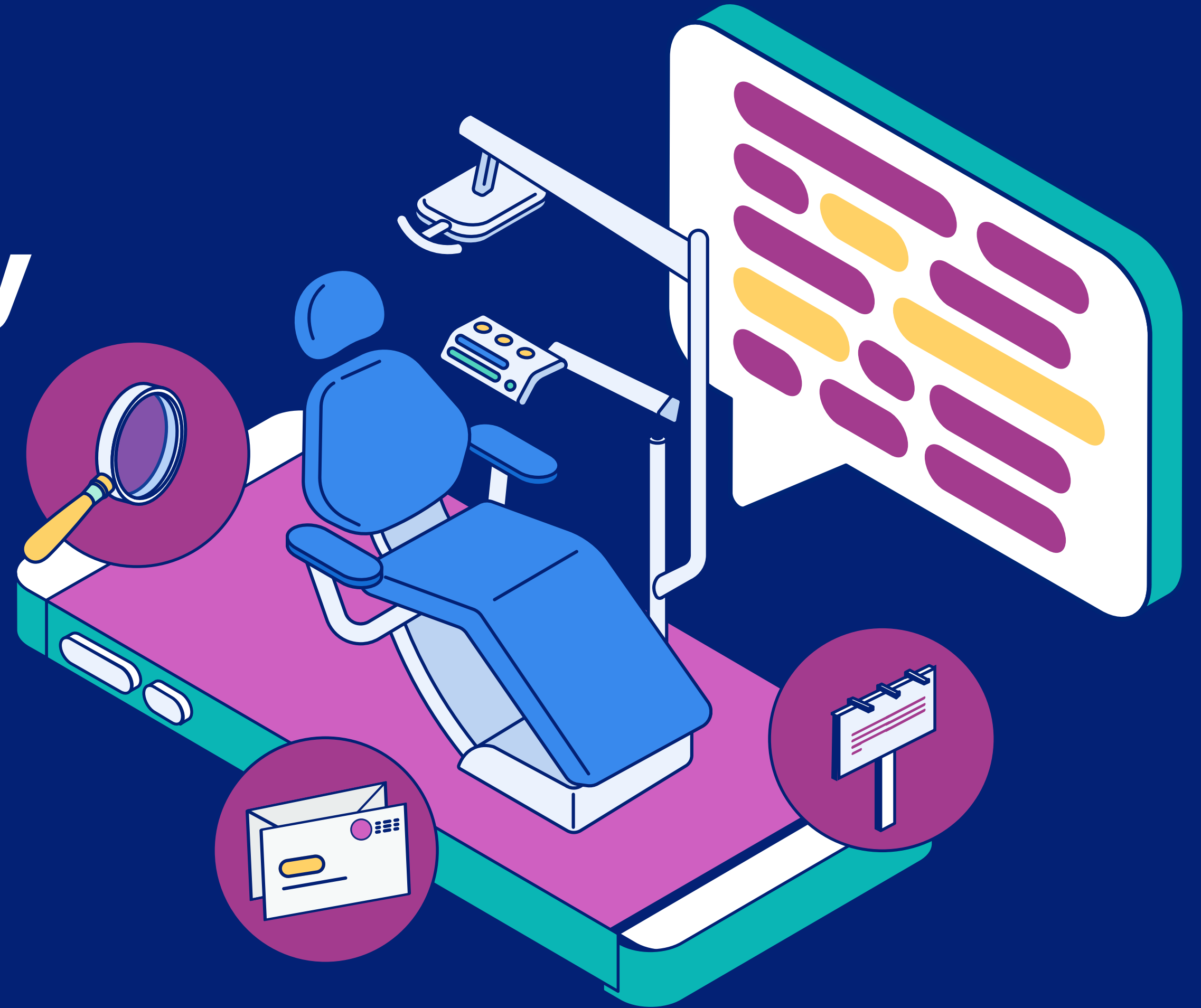


# CallRail

**How a dental practice  
increased conversions by**

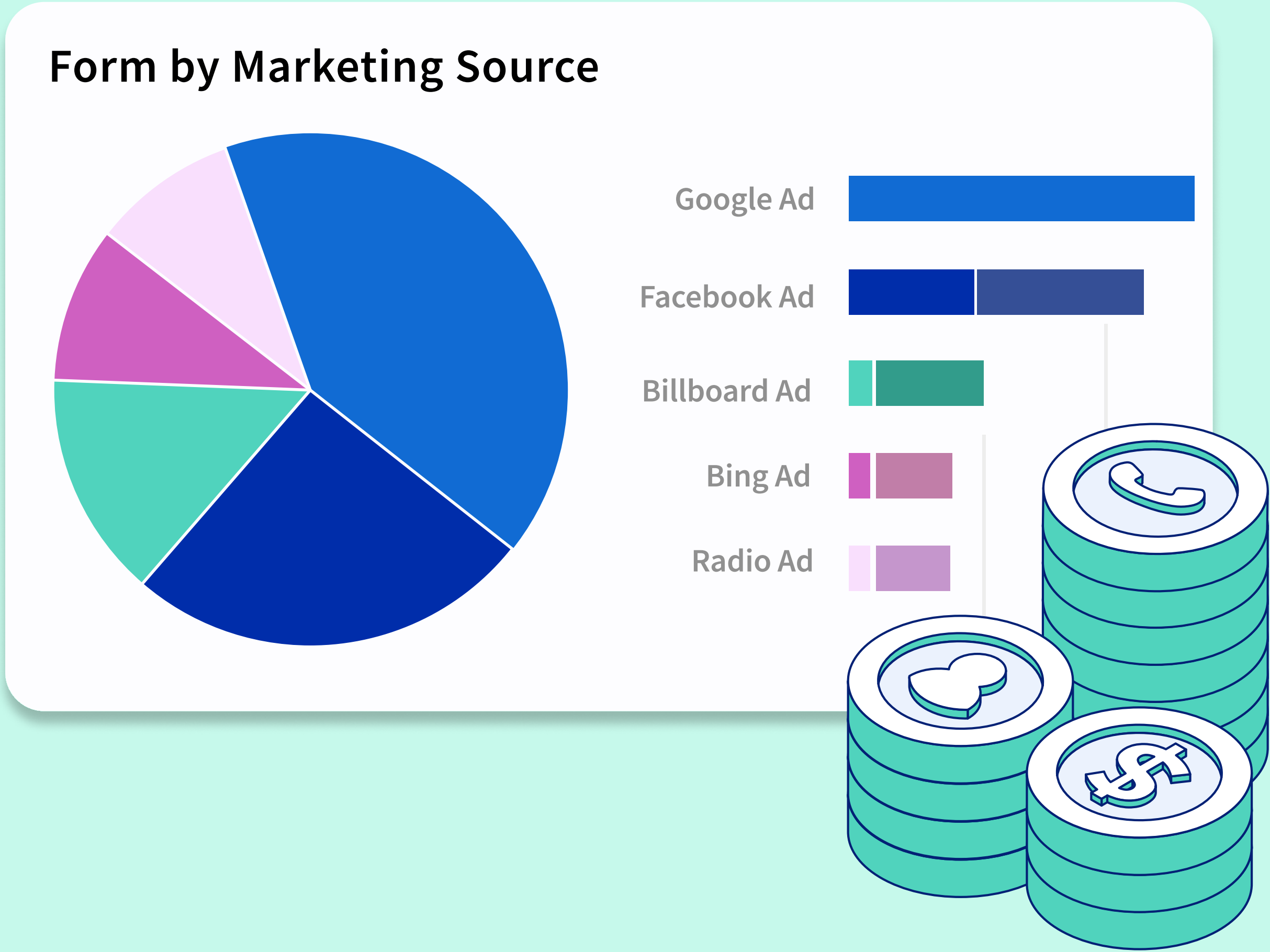
**400%**

**with call tracking  
and AI voice tools**

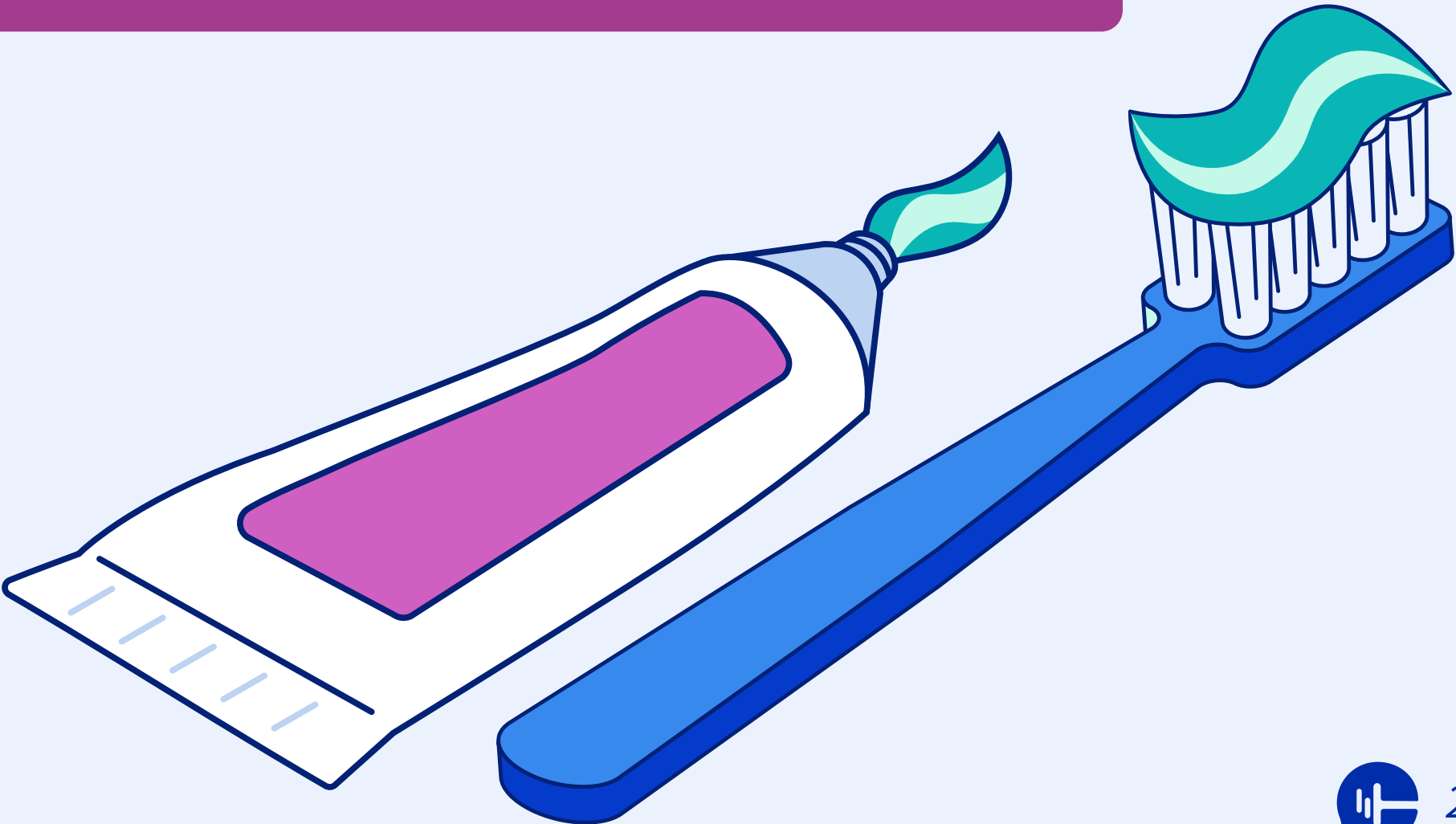


For dental and healthcare practices, the phone remains one of the most powerful tools for turning marketing into new patients. But when the front desk is juggling appointments, and reporting relies on anecdotal feedback, it becomes difficult to know which campaigns are truly working — and where opportunities are being lost.

That was exactly the challenge Webistry, a CallRail Agency Partner, faced with one long-time dental client. Despite running high-performing PPC campaigns, they struggled to prove ROI without call tracking in place. The client resisted, worried that using multiple tracking numbers would confuse patients. But with a strategic test and the right tools from CallRail, Webistry was able to shift the conversation — and ultimately help **drive a 400% increase in conversions**.



**400%**  
*increase in conversions*



# Challenge: No attribution, no trust

Webistry had been running successful PPC and conversion optimization campaigns for a dental client for over five years. But every month, they found themselves defending their work.

The client was hesitant to use call tracking — concerned that having multiple phone numbers might confuse patients. Instead, he relied on a manual system: asking each new patient how they found the clinic. “The problem was that his method of tracking our performance was based on his surveys,” said Jonathan Naccache, co-founder of Webistry. “He would ask each new patient where they found him — whether it was Google, Facebook, a referral, radio, etc.”

That approach made reporting performance incredibly difficult. Not only were the results inconsistent, they were entirely dependent on patients remembering — and choosing to answer accurately. “We would find ourselves having to convince our client that we were doing a good job, every single month, with the constant threat of losing him as a customer,” Jonathan explained.



# Turning point: One bet, one tracking number

When the client expressed interest in ending the relationship, Webistry knew they had to take a stand.

“We made a bet with our client,” said Jonathan. “We guaranteed he was getting far more calls than he realized – thanks to us. We would prove this with one month of call tracking using only one tracking number for all his campaigns. If we were wrong, he would get his month of optimization free of charge. If we won, he would agree to use call tracking.”

The client accepted.

What happened next validated everything Webistry believed. After just one month of tracking, the data showed they had driven **five times** the number of calls the client thought they had. That single tracking number proved the value of Webistry’s work — and opened the door to a complete shift in strategy.



Contact	Most Recent Call	First Touch	Qualified	Tags
Cooper Harvey 582-400-4650 ●	Jun 28 11:34am	Direct Mail	👍	New AC ×
Murphy Brooks 239-976-7018 ●	Jun 28 9:25am	Referral	👍	Quote Request ×
Darin Bruce 308-958-6543	Jun 28 8:22am	Google Ad	👎	Wrong Number ×



# Results: 400% increase in conversions

Once the value was clear, the client agreed to expand their use of CallRail. “Now it was time to fully utilize call tracking,” said Jonathan.

“We finally convinced him to use multiple tracking numbers by explaining how we would know which campaigns and keywords brought him the most calls. This would enable us to allocate more money to the most profitable campaigns or keywords. We wanted to become his financial planners — and increase his ROI.”

The impact was immediate. Over the next three months, the client saw a **400% increase in conversions.**



That success didn't stop with just one client. Today, Webistry includes Call Tracking in every campaign they run. "Ever since including CallRail for every single one of our clients and campaigns, we've seen an increase of 45% in our client retention," said Jonathan.

Webistry also integrates CallRail with Unbounce landing pages — one of their core offerings. "We've seen an increase of 23% in sales ever since we've started using CallRail."

With full visibility into campaign performance, clients have become more confident in their marketing investments. "One of our clients increased his ad spend by 400% year over year, now that he can attribute his increase in patients to our marketing efforts," Jonathan added.

**45%**  
client retention

**23%**  
increase in sales

**400%**  
increase in ads



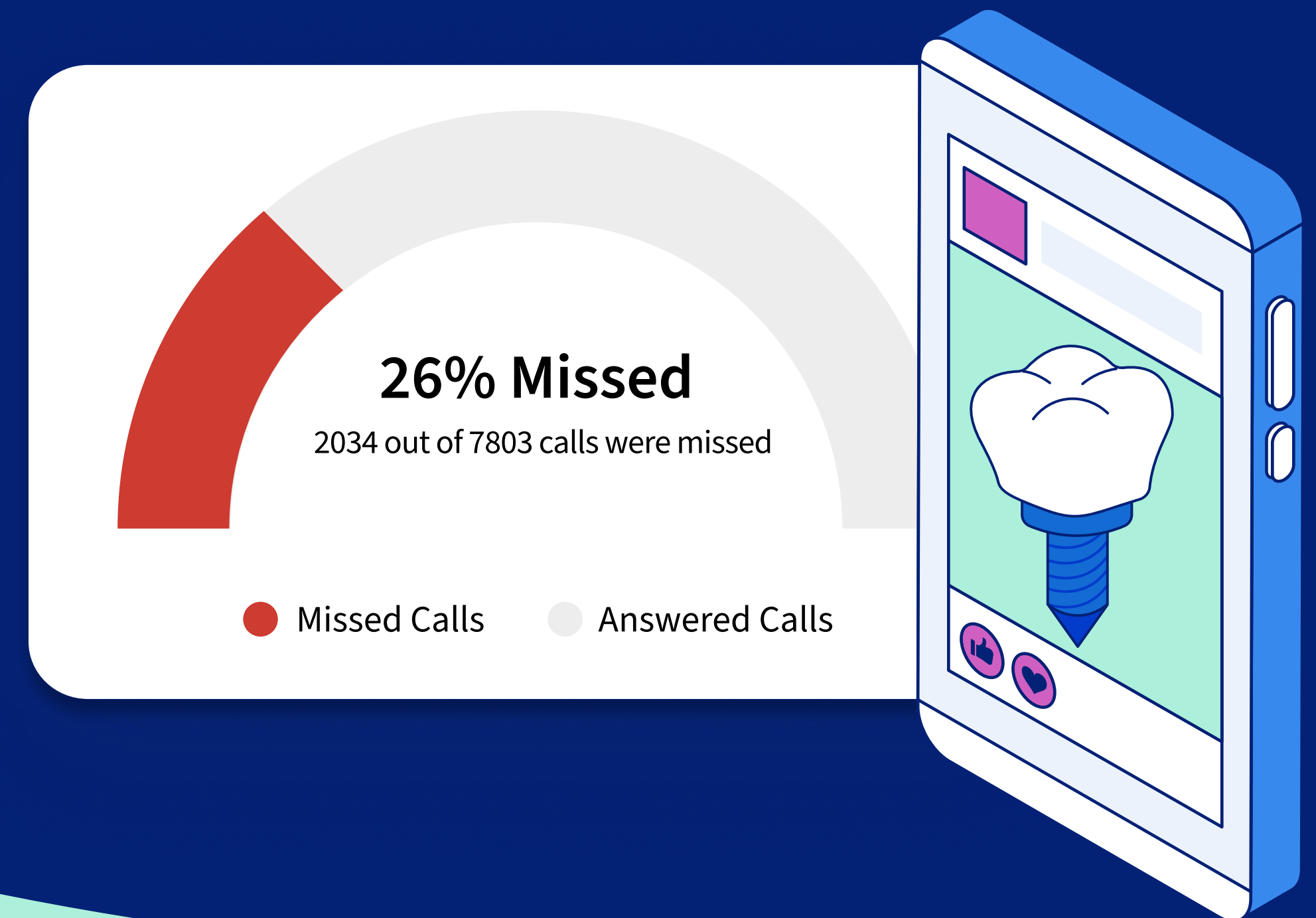
# The 4-step strategy to maximize call conversions

Webistry's results show what's possible when a data-driven strategy meets the right technology. Whether you're working with an agency or managing campaigns in-house, here's how to build an inbound call strategy that turns interest into booked appointments — while recovering lost leads along the way.

## Step 1: Analyze — understand why calls go unanswered

Start by identifying patterns behind missed calls or low conversion rates.

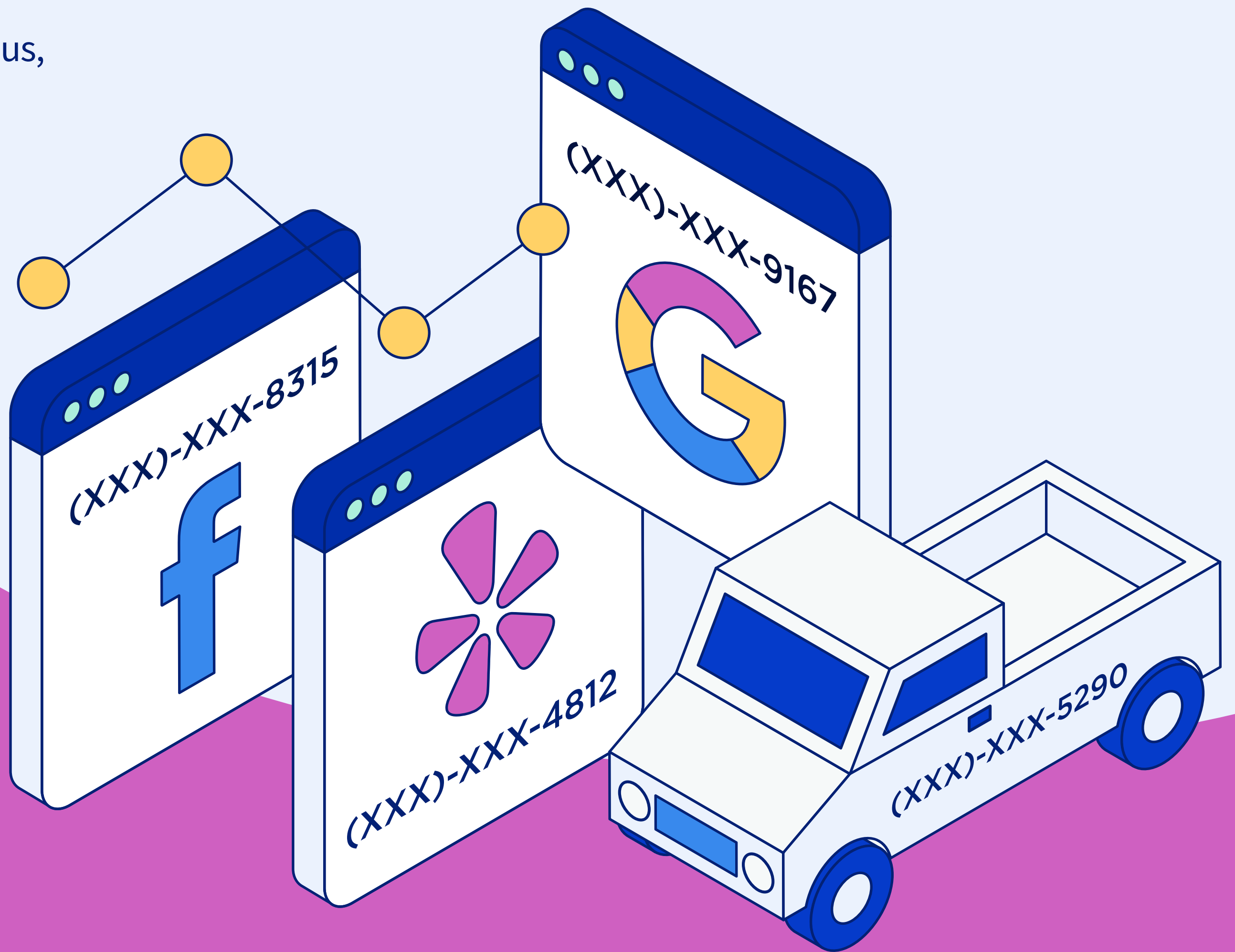
With CallRail's [call logs](#) and [missed call reports](#), you can uncover when and why calls are being dropped — whether during specific hours, from certain campaigns, or by particular team members. These insights can inform staffing decisions or process changes that prevent revenue from slipping through the cracks.



## Step 2: Pick Up — route smarter with call flow builder

Even with great marketing, your front desk can only handle so much.

CallRail's **call flow builder** offers Interactive Voice Response (IVR) menus, **simulcall**, and responsive routing to help ensure calls go to the right person, faster. You can also create after-hours routing rules so your practice doesn't miss out on evening traffic — a common problem for clinics that advertise outside of operating hours.





# Step 3: Automate — let Voice Assist handle missed calls

Sometimes, even the best-prepared teams can't answer every call.

With Voice Assist, you can make sure no opportunity goes completely unanswered. Voice Assist automatically engages missed callers, answers common questions, and captures lead details for follow-up — so your team can reconnect before the opportunity goes cold.

Tracking Number:

Voice Assist (Answered Service) (419-896-4158)

Duration:

3m 20s

Qualified:

Tags:

Voice Assist - Call Answered

Summary

Transcription

Alpha

A customer inquired about teeth whitening options, and the dental company explained that they offer both in-office treatments and take-home kits, highlighting



# Step 4: Convert — close the loop with follow-up and coaching

Once you’ve reconnected, the next step is converting that lead.

Premium Conversation Intelligence™ analyzes your sales calls, providing a succinct call summary and sentiment to give you a snapshot of what was said on the call and how it went. Then, Convert Assist’s action plan generates next steps for your team so you can turn leads into patients with ease. Convert Assist also creates follow-up messages based on past conversations, recommending next steps specific to each lead, and conversation coaching for your staff. Whether it's a first appointment or a service inquiry, Convert Assist helps your team move fast and communicate clearly.



Amy Willis  
Amy.Willis@email.com  
216-999-0582  
Source: [Google Ad](#)

Call Summary

Inbound Call on Feb.6 4:44pm

A customer inquired about tooth sensitivity. Scheduled an appointment for an examination to determine the cause and discuss treatment options on Friday.

Inbound Call on Jan.2 2222 5:32pm

Overall sentiment



Positive



Neutral



Negative

Action plan    Smart follow-up    Coaching

New customer plan for Amy Willis:

- Confirm appointment set for Friday.
- Send follow-up email with appointment details and location.
- Update Amy's customer profile.



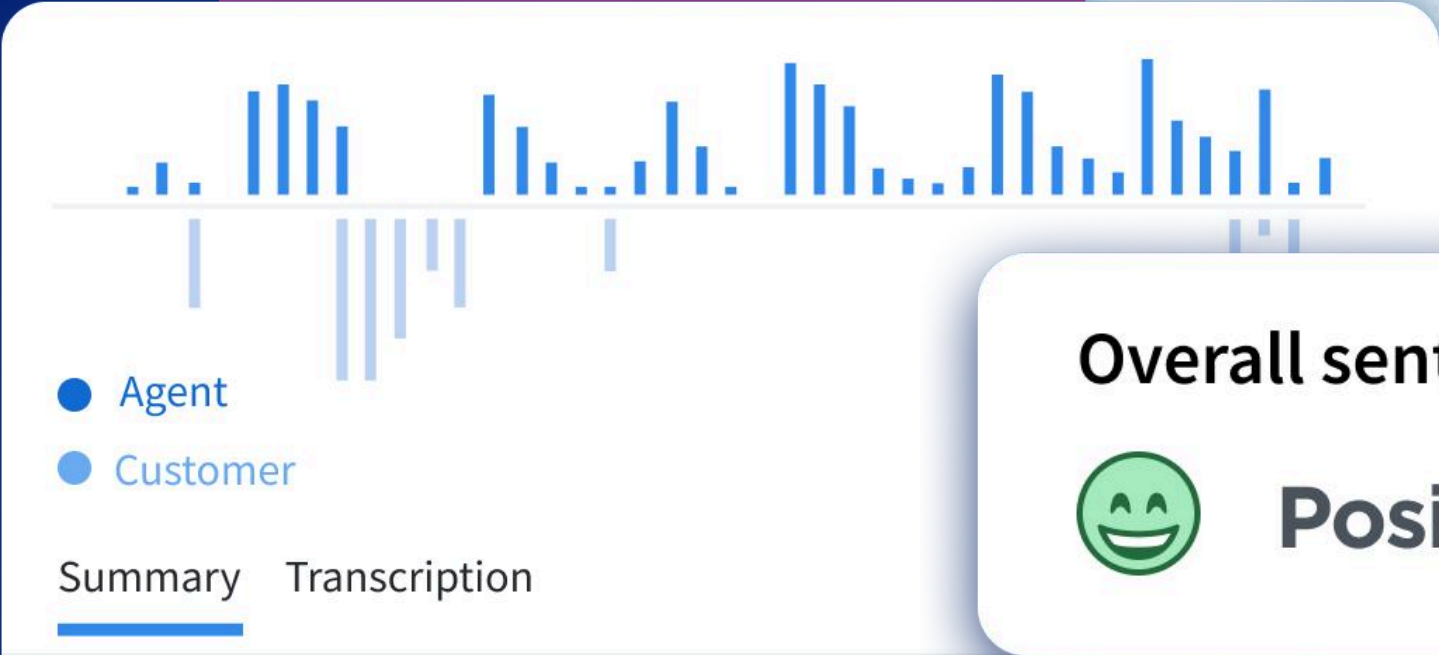
# From attribution gap to growth engine

What began as a challenge to prove value became a turning point for both Webistry and their client. With the right attribution tools in place — and a willingness to test what’s possible — this dental practice unlocked a **400% increase in conversions**, deeper trust in their agency, and the confidence to scale.

**400%**  
increase in conversions

For healthcare providers and service-based businesses, the lesson is clear: if you can’t see what’s working, you can’t grow what’s working. With CallRail’s platform — including Call Tracking, Voice Assist, Convert Assist, and Premium Conversation Intelligence™ — you don’t just capture leads, you convert them more effectively.

☹️ Neutral



Overall sentiment  
😊 Positive

The customer asked about the frequency of dental check-ups, and the receptionist advised every six months for optimal oral health. They set up a check-up for Tuesday.

😡 Negative



# Ready to turn more calls into patients?

Don't let missed opportunities slow your momentum. Try CallRail's AI-powered tools free and see how smarter attribution and automation can drive real results for your practice.

**Start your free trial today**



CallRail