

Small Business Case Study

West Mall Dental Group



Internet | Business Phone | TV

Rogers helps this dental office save on dependable internet, TV and phone services.

Since coming to Rogers for their telephone, internet and digital TV needs, this Toronto dental clinic has enjoyed consistent, reliable service, professional support and monthly savings.



About West Mall Dental Group

Having practiced dentistry for over 20 years, Dr. Stanley Mann is very much aware of the technological evolution that has changed how dentists communicate with colleagues and patients. As part of a relocation in 2014, he enlisted Rogers to consolidate the telephone, internet and TV services his practice relies on to serve its patients - and today, everyone is smiling.



The background

As with most professional services, the dental profession has seen a seismic shift in how practitioners attract, retain and communicate with clients over the past two decades. "Connectivity has become much more relevant," Dr. Mann explains. "Initially it was the telephone that was your prime connection to the outside world."

Today, however, reliable internet is essential to Dr. Mann's practice. "I would have a hard time running the practice without being connected to the web and outside world." And connectivity is relevant to far more than just client communications and advertising. "Connectivity helps us communicate with specialists, so you can easily share x-rays and share information more quickly."

"Connectivity has become much more relevant in every business... I would have a hard time running the practice without being connected to the web and the outside world." - Dr. Stanley Mann, B.D.S.



The opportunity

Though he had been a Rogers customer for many years, the practice's internet, phone and TV service had been supplied by three different providers. The availability of Rogers Business Phone proved to be the opportunity Dr. Mann was looking for to consolidate West Mall Dental Group's services under one provider - Rogers.

While internet connectivity has become vital to the practice, the telephone will always be an essential tool for everything from appointments and consultations to responding to client emergencies. "The most important thing in a dentist's office is the telephone, and it's critical that it doesn't go down," Dr. Mann says.

"My experience has been very positive. The service has been good and I've had no downtime, which is key."



The outcome

Beyond the convenience and cost savings of bundling services, the first real test was the move itself. "Once we moved, the connection was there," Dr. Mann recalls. "Everything was in place and everything was working... the process was seamless." After two years of consistently reliable internet, telephone and TV service, he recommends Rogers unreservedly. "My experience has been very positive. The service has been good and I've had no downtime, which is key."

Contact a Small Business Specialist today and learn how Rogers can deliver powerful, custom end-to-end solutions for your business.
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