

Faster and smoother guide delivery leads to better customer experience

What would improve your guided surgery experience? Faster guide delivery? SimPlant® case follow-up directly from your smartphone or tablet?

Recent improvements in Materialise Dental's internal processes have led to an even more customer-oriented service which customers will undoubtedly appreciate.



Through technological developments and leaner production principles Materialise Dental has made the design and production of guides faster.

“Another way we have created a faster service is to use the time difference between continents to our advantage. For example, US designers can work on a European order while the customer is sleeping,” says Nico Roose, Director of Production at Materialise Dental.

Speedier and smoother service

So how much faster is our service? Production time for SurgiGuide® has now been reduced from seven to four working days.

“Creating a better customer experience is the key benefit of these improvements,” explains Nico Roose. “We are now able to manage customer expectations more easily, quickly and smoothly through our enhanced guide design review.”

Design service

Materialise Dental has now put a pro-active SurgiGuide® follow-up protocol in place that checks for technical issues and sends a new working design proposal with photos to the clinician to review and approve. Clinical testing has shown that in the majority of all cases, the design proposal is accepted so the clinician no longer must wait, call or email to re-plan or re-order cases, thereby saving time.

Approve SimPlant® cases and track status from anywhere in the world

And the approval process has gotten even simpler, faster and friendlier. A new mobile approval option is now available. Clinicians can login from their iPhone or iPad, or any other smartphone or tablet and will be automatically connected to a website which gives an overview of the status of all their cases. They can follow-up, review and approve cases wherever they are.

“All these improvements were developed with the customer in mind,” adds Nico Roose. “We believe improvements to our processes smoothen the guided surgery process and lead to a better customer experience overall.”

www.mysimplant.com

