

a customer quote...

“Our experience with NEDA is exceptional, and I have no problem telling anyone. If they have issues with their current vendor, they will think they have died and gone to heaven as a result of a change to NEDA! Give them my name and number!”

Mary Kelleher
Vice President,
Human Resources,
Holyoke Hospital

We continue to retain

100%
of our
Business
on
Renewal

Call Coaching enhances customer satisfaction

Our Customer Service department employs a call coaching process built around two basic principles:

1. Promoting customer loyalty
2. Achieving exceptional customer service



The call coaching process plays a vital role in attaining these goals and was designed specifically to help the department provide great service. Monitoring calls through the call coaching process enables us to gauge the effectiveness of the service we give. It also allows us to hear first hand what customers are saying and thereby stay at the forefront of customers' needs.

Cathy Frankel, the Customer Service Manager, is our call coach. She listens to and provides feedback on three-to-five live customer calls per month for each Customer Service Representative on the team.

The operational philosophy and monitoring hold members of the staff responsible for consistent customer service of the highest quality.

State-of-the-Art information system

New England Dental Administrators will be converting to a new information system. The new system was uniquely developed for dental claims processing and fully integrates all aspects of our business. Customized for New England Dental's purposes, the new system will provide useful reports for our accounts, automate some manual processes, and increase our productivity. A conversion team is devoted to the project to ensure a successful implementation while maintaining our performance commitments to our customers.



news from Craig Goldsmith, Sales Manager

Recently, I took some time to reflect on the last couple of years of our marketing efforts in Massachusetts. Our

message to self-fund dental programs is being heard loud and clear and accepted by a greater number of producers and their clients.

In 2003 we were asked to become the dental administrator for many companies ranging in size from 30 employees (CIL) to a national employer with 1,400 employees (Watts Water Technologies).

We are regularly invited to review the benefits for many companies with fewer than 50 employees whose only other option is the high cost, fully-insured dental pools.

In many instances, a smaller company can save considerable dollars by self-funding their dental program. Some of our clients are consistently saving 20-to-30% per year compared to what they would have paid into a dental pool!

Finally, I'm proud to say that once again, our retention remains at an amazing 100%.

What we promise, we deliver.

If it has been a while since we last worked together, I can be reached at **508-752-0119** or **cgoldsmith@nedallc.com**. Let me help you save for your clients.

New England Dental at *Yankee Dental Congress 29*



New England Dental Administrators staff at the Yankee Dental Congress. From left to right: Frank Donovan, Director, Special Events; Linda Roche, Executive Director; Melanie Huntington, Network Client and Account Manager; Thomas Quinn, D.M.D., M.H.P., Dental Director; and Craig Goldsmith, Sales Manager.

For the sixth year, staff representing New England Dental Administrators participated at the Yankee Dental Congress. The three-day exhibit helps to build brand awareness among dental professionals throughout New England, as well as support to our existing participating dentist network.

Announcing our new *print advertising Campaign*



New England Dental continues to build brand awareness. See our new testimonial ads in the *Boston Business Journal* and *Business West*.

www.nedallc.com

new england DENTAL
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