

CASE STUDY 02 · SPEED TO LEAD · DUBAI

Nine in ten enquiries were going cold.

A Dubai performance medicine clinic was generating demand it never spoke to. We rebuilt the follow up so every enquiry gets an answer in seconds, at any hour, in any language its patients use.

90%

OF MISSED CALLS RECOVERED

65%

CONTACT RATE, UP FROM 38%

SECONDS

TO FIRST REPLY, ANY HOUR

THE CLIENT

The Brain & Performance Centre in Dubai serves an international, high net worth patient base across neuroscience and performance medicine. Its enquiries arrive around the clock, in multiple languages, across paid social, search and referral.

THE PROBLEM

The audit found that roughly nine in ten unanswered calls were never followed up at all. Enquiries generated at real cost were expiring quietly in voicemail and unread inboxes. The clinic did not have a demand problem. It had a response problem.

WHAT WE BUILT

A WhatsApp first response system wired into a single CRM pipeline. Every enquiry, from every channel, now receives an intelligent first reply in seconds, day or night. Missed calls trigger automated recovery sequences. Dormant leads are re engaged in scheduled reactivation sweeps. And because everything lands in one pipeline, management sees contact rate, response time and revenue in a single view.

WHY IT WORKED

Speed is the cheapest competitive advantage in premium services. The patient who enquires at 11pm does not want to be called back on Thursday. Answering in seconds, on the channel patients actually use, nearly doubled the share of leads the clinic spoke to, from the same marketing spend.

The clinic was already paying for these conversations. We simply made sure they happened.

WHATSAPP FIRST · ONE PIPELINE · ALWAYS ON

THE NUMBERS

38% to 65%

Lead contact rate before and after the follow up rebuild

90%

Of previously unanswered calls now recovered automatically

Seconds

From new enquiry to first reply, at any hour, in any time zone

8x

Conversion lift observed when follow up moves from email to WhatsApp

1

CRM, one pipeline, one version of the truth across every channel

24/7

Coverage without adding a single head to the front desk

Demand is expensive. Answering it is not. The fastest growth this clinic found was hiding in the enquiries it already had.

Figures are drawn from client CRM and call reporting before and after implementation. Client named with permission. Results reflect this engagement and are not a guarantee of future performance.