

# Marina Smile Dental

Dental clinic · Dubai Marina, Dubai

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Blitz Pro Labs

## WHAT WE LOOKED AT

We spent 60 minutes with Dr. Khoury watching how the front desk handles incoming WhatsApp enquiries, books new - patient appointments, and runs post-treatment follow-ups. Three things are eating roughly a full working day every week.

### 01 WhatsApp enquiry triage & first reply

Around 40 enquiries a week land in the clinic WhatsApp, mostly after hours. The receptionist copy-pastes standard replies about services, pricing, and availability, then manually checks the booking system before confirming a slot. 12 to 18 enquiries get lost or answered the next day.

TIME COST	DONE BY	AI APPROACH	HOURS SAVED	BUILD (AED)
~14 hrs/wk	Receptionist	AI agent on WhatsApp Business that answers common questions, checks live availability, offers 2-3 slot options, and books confirmed appointments 24/7.	~11 hrs/wk	3k - 5k

### 02 Insurance pre-authorisation paperwork

For every insured patient, the office manager fills the same pre-auth forms across 6 different insurance portals, attaches the treatment plan, and chases approvals by email. Most weeks this stretches across Monday and Tuesday mornings entirely.

TIME COST	DONE BY	AI APPROACH	HOURS SAVED	BUILD (AED)
~9 hrs/wk	Office manager	Workflow automation that pulls treatment plans from the practice system, fills portal forms, and tracks approval status in a shared dashboard with automatic chase emails.	~7 hrs/wk	2.5k - 4.5k

### 03 Post-treatment follow-ups & review requests

After each procedure, the receptionist is supposed to call the patient the next day to check on recovery and invite a Google review. In practice, follow-ups happen for roughly 30% of patients. Most reviews go unrequested. Google rating is stuck below where the care level deserves.

TIME COST	DONE BY	AI APPROACH	HOURS SAVED	BUILD (AED)
~5 hrs/wk	Receptionist	Automated WhatsApp follow-up 24 hours post-treatment, personalised per procedure, with a one-tap review link. Flags any concerning replies for human follow-up.	~4 hrs/wk	1.5k - 3k

## IF ANY OF THESE INTEREST YOU

Week 1 we scope the exact flow end-to-end and agree success metrics. Week 2 we build and test with you. Week 3 we hand over, train the team, and measure against the hours-saved estimate. You only pay if we hit it.

## CONTACT

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