

Bryant Dental

# Pain points be gone! Soothing clinical aches with Zoho One

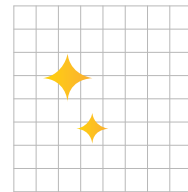




Bryant Dental

## The Company

**Designed to save your neck**



Bryant Dental is a manufacturer of magnification and lighting tools for the dental industry. Headquartered in Surrey, UK, it was established by a team of qualified dentists in 2016. Knowing that 1 in 3 clinicians take time off work with neck and/or back pain over the course of their careers, the tech-savvy team of former practitioners sought to straighten out the load of the job. They designed and launched a range of revolutionary refractive loupes with an anthropometric design, whereby light-bending telescopes eliminate the need to tilt the head down during treatments. The start-up firm, which also has a facility in Australia, now counts over 15,000 global clinicians as satisfied, pain-free customers.

We spoke to Dr Thomas Hayes-Powell, Operations Director, to reveal how Bryant Dental's Zoho One implementation has been the key to its well-polished loupe supply, the beaming smiles of its customers and its impressive business growth. Say "aah"!

# The Challenge

Support 150+ stages of bespoke loupe manufacture and supply using the power of automation



We are an **automation first company**.

**Dr Thomas Hayes-Powell**  
Operations Director



Each pair of Bryant Dental refractives is unique and made to order. With over 1,500 specification choices available, they are endlessly customisable. A wide array of shapes, sizes, colours, magnification strengths, prescriptions and light selections can be accommodated, with the option for engravings adding final personalised touches. To achieve the most comfortable fit for each clinician, Dr Thomas' team collect more than 380 facial biometric details using AI software or an in-person measurement kit.

Offering such hyper-individualised precision loupes dictates that Bryant Dental must employ a tight internal process. There can be as many as 150 steps between enquiry and delivery, requiring touchpoints from multiple departments. Professionals from the Design, Manufacture, Engraving, Dispatch and Repair teams all need to work in harmony, using clear production schedules with client information at their fingertips.



Since joining Bryant Dental in 2017, Dr Thomas' role as Operations Manager has been to simplify and streamline the firm's procedures. "I focus on helping the operation run as smoothly as possible because of the complex nature of our products", he explains.

Championing the power of automation, he adds, "Every time that somebody has to manually change or move something is an opportunity for it to go wrong." Software is central to achieving his aims. Workflow actions greatly reduce the chance of costly operator errors whilst improving customer service. As well as an automation-driven solution, Dr Thomas needed his platform of choice to be simple to use with seamless cross-app integrations.

The firm had been struggling with Pipefy CRM's lack of customisability since its deployment in 2016. So in 2020, Dr Thomas started a software search, not just for a replacement CRM, but for a solution that could manage the firm's entire digital landscape.

## Dr Thomas' software selection had to:

- Minimise manual processes with automation and workflows.
- Accommodate multi-stage sales and repair pipelines.
- Allow customised views for different international markets.
- Provide seamless integration between CRM, form builders, instant messaging apps and document storage solutions.
- Be easily adaptable without requiring professional developers.
- Have on-the-go mobile access.
- Offer an affordable startup-friendly subscription price.
- Deliver baked-in scalability to future-proof the business as it grows.

First, Bryant Dental evaluated Salesforce and SAP but found both to be very expensive with limited in-house customisation potential. Having closely followed Zoho's respected reputation in the software industry, Dr Thomas chose to onboard his 15-strong team to Zoho One. This extensive ecosystem of connected business applications ticked every box on his wish list. "We wanted a suite that didn't just cover CRM. We were bringing more and more manufacturing in-house and different departments and different functions...the Zoho One suite had a range of applications that would really suit this...an all-inclusive solution."

# The Solution

## A toolbox of applications eliminates manual activities and enables growth



We're now **automating over 200,000 tasks a month.**



**Dr Thomas Hayes-Powell**

Operations Director



### Zoho Forms

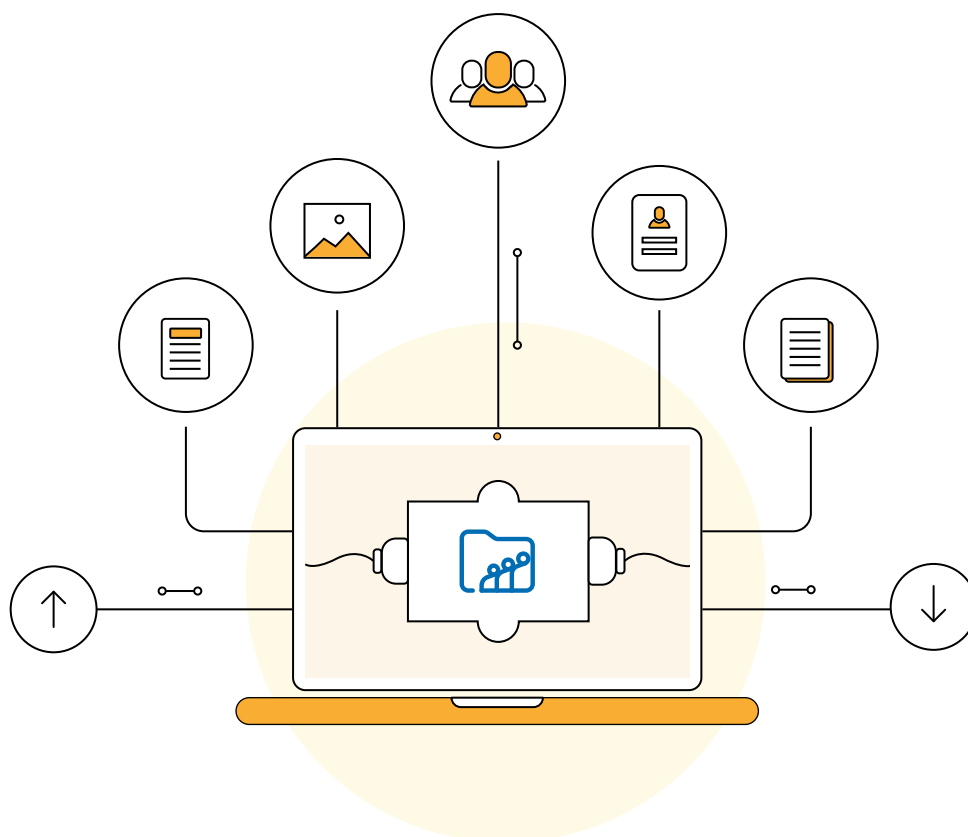
At the start of the 150+ step supply process, Bryant Dental use a dynamic form built with conditional fields inside Zoho Forms. It captures "book a demo" requests, customer order submissions, order modifications, order cancellations and repair requests. These forms gather huge amounts of precise biometric data and photos. Each submission is recorded in Zoho CRM and associated with the correct customer record, building a complete snapshot of each customer's history. Relevant internal teams receive automated notifications of each form submission so that they can stay informed of customer activity. Meanwhile, the live lookup functionality enables Bryant Dental's busy employees to find very specific details quickly, even in the most detailed forms.

Since using Zoho Forms, Bryant Dental discovered a trend between a clinician's height and gender and the working distance requirement for refractive frames. This insight has helped it improve its order process by adding sense check warnings in its forms whenever a customer

enters measurements that don't correlate. "For international customers that we might not meet in person, we're able to provide suggestions as to what their measurement should be... we have a pop-up that says "Are you sure?" and that's helped reduce errors massively", Dr Thomas explains.

## **Zoho WorkDrive**

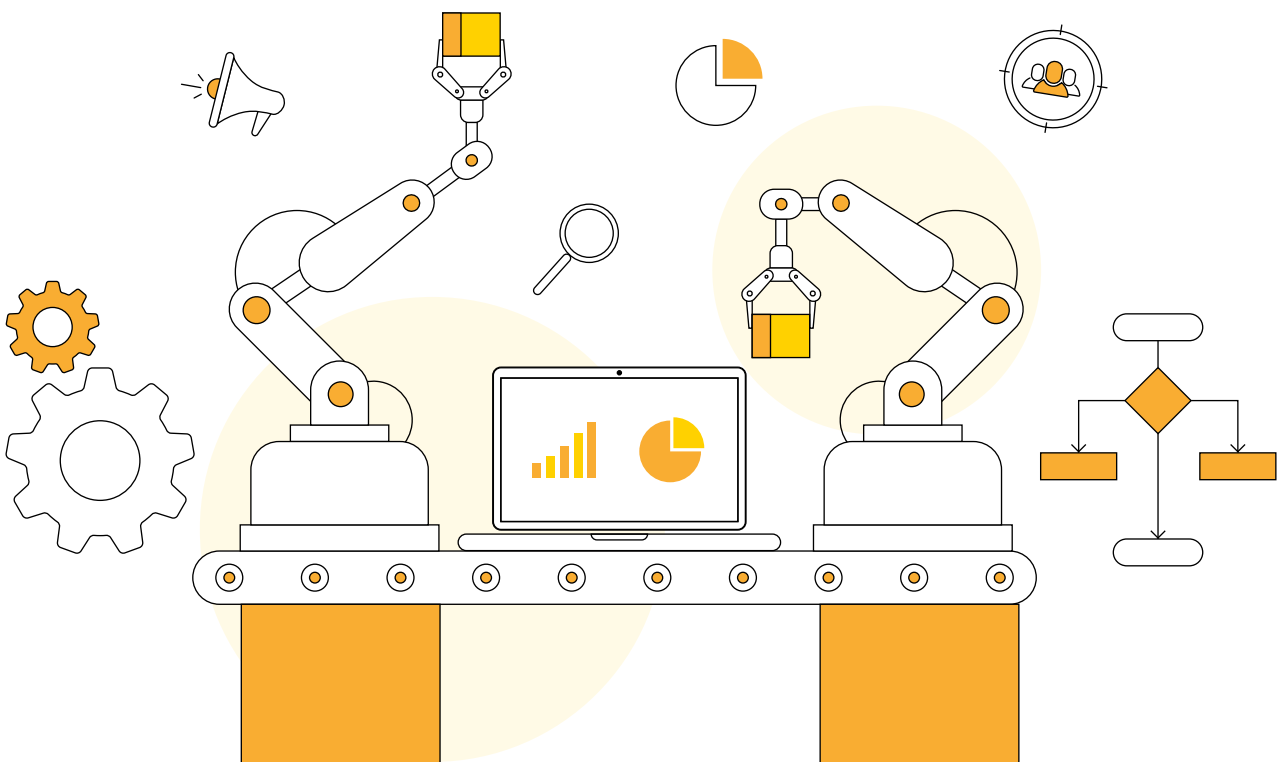
Connected to Zoho Forms, Bryant Dental use Zoho Workdrive for file management. "One of the most important functions...is uploading our photos of customers using measuring frames from Forms into Workdrive", says Dr Thomas. An automation renames each uploaded asset with a unique customer identifier. These help the manufacturing team easily consult the photos they need during production. "It's been very helpful to process very large volumes of images and information without any manual steps at all", says Dr Thomas.





## Zoho CRM

Inside Zoho CRM, Bryant Dental built a custom "Orders" module to easily track the progress and status of each customer order or repair. "Each order that's processed has different stages that they have to go through...we've been able to put those stages on Zoho so that we can follow the orders through the pipeline", describes Dr Thomas. Because Bryant Dental services many international territories, this CRM module was split into specific layouts with pipelines that suited each market. By managing orders and customers with a regional focus, Dr Thomas declares that they've achieved a "really efficient assembly and dispatch operation".



In line with Dr Thomas's core vision, the CRM leans heavily on automation. For instance, when a customer payment is collected, the order inside CRM is automatically updated, pushing it into the manufacturing pipeline. And when an order is marked as "shipped" on the firm's ERP system, the CRM stage is updated to "order dispatched". This triggers an email to the customer advising that their loupes are on the way. And when a demo is requested on the



website, auto-assignment rules in the Leads module push the potential to the sales rep that is geographically closest. Ramping up the automation, Bryant Dental have incorporated a barcode scanning system so that each product can be tracked in the CRM as it transitions through production. "It reduces the need for typing in customer's names, uploading serial numbers... we take the orders through different stages with fewer clicks and fewer errors," reveals Dr Thomas.

Bryant Dental prides itself on exceptional customer service - another area where the CRM helps it deliver. Its "BD Plus" accidental insurance cover is designed to offer a superior support experience to customers with damaged refractives. Accordingly, the CRM has a dedicated "Issues" module in which diagnostic tests, repairs and replacement loupe orders are processed, organised and tracked. "We have different layouts for different kinds of issues that can happen...Zoho connects with our email software to keep customers updated about what stage their repair is in", says Dr Thomas. All active insurance subscriptions are clearly flagged inside the CRM so that these customers can be easily identified and prioritised. "Our most recent reviews are glowing. Not just due to the products, but as a knock-on effect of the systems too, all with the help of Zoho", adds Dr Thomas.



## Zoho Cliq

Affectionately called "WhatsApp for work" by its team, Bryant Dental uses Zoho Cliq extensively. With 20 salespeople on the road and many employees working remotely across the globe, the business enjoys Cliq's dependable instant messaging. "It does what it says on the tin - it's reliable and it works", enthuses Dr Thomas. It integrates seamlessly with many apps in the One suite, meaning Bryant Dental's users can engage in chats whilst performing other activities, without navigating to the full Cliq interface.



## Zoho Sign

Completing Bryant Dental's pain-free portfolio of Zoho apps is Sign, used to send and track e-signatures on employee contracts. Dr Thomas built a template with customisable fields inside Sign to make these contract communications a breeze. "We customise fields like job role and the specific terms of the role and then send it out...it keeps us updated really well, the relevant parties get notified when the document is completed," he explains.

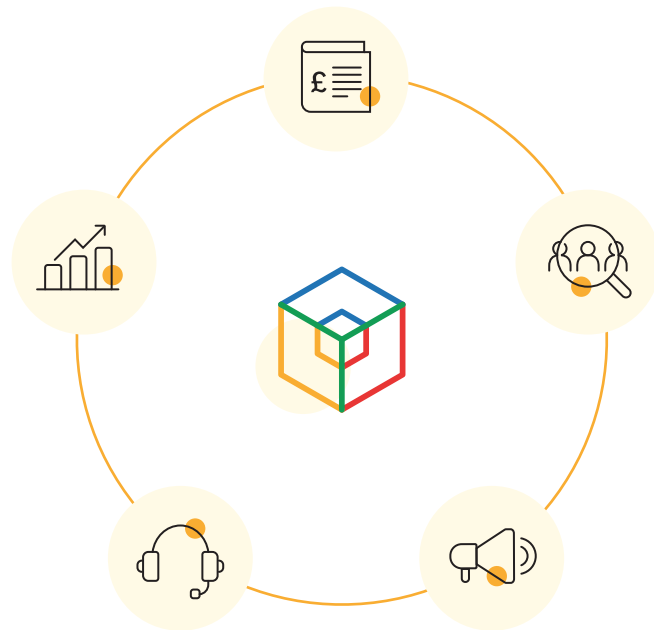
## Bundle benefits

The Zoho One suite has had far-reaching benefits for Bryant Dental. Since adoption, errors have significantly reduced and customer satisfaction has soared, with the firm now boasting over 450 5-star reviews. Internally, the Bryant Dental team has grown from 15 to 85 members. What's more, the firm has saved significant costs compared to the subscription fees of separate apps and also against the cost of third-party developers by managing its own customisations. "It's more affordable as a solution," says Dr Thomas. "It's like digital Lego, you're able to build almost anything and everything."

## Scale and polish...

Looking to the future, Bryant Dental is projecting further domestic and international growth with Zoho One's tools right by its side. "Zoho has always been able to scale whilst we've scaled", says Dr Thomas, who is now working on an interactive customer portal inside the CRM.

# About Zoho One



Developed as the ultimate "operating system for business", the Zoho One bundle is a collection of 45+ integrated applications that cater to every diverse need of a modern business. From Sales to Marketing, Customer Support, HR, Operations, Finance and Legal, Zoho One's powerful suite of tools can be relied upon by every department to improve performance, enhance collaboration and streamline processes. An unrivalled yet affordable solution, Zoho One's cloud-based apps bring extraordinary value to any organisation.

Please find out more via our website: [www.zoho.com/one](http://www.zoho.com/one)





[zoho.com](https://www.zoho.com)



Zoho Forms



Zoho WorkDrive



Zoho CRM



Zoho Cliq



Zoho Sign

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