

## CASE STUDY

# Switching to SymplastCRM: *More leads, increased revenue.*

**SUMMARY:**

A Plastic Surgery Practice and Medical Spa client recently implemented SymplastCRM to streamline their operations and enhance patient engagement. By integrating SymplastCRM into their workflow, they observed remarkable month-over-month improvements in opportunity management, revenue growth, and overall business efficiency. This case study highlights the platform's measurable impact during the first two months of use (September and October 2024).

**OPPORTUNITY VALUE**

↑ **468%**

Opportunity value increased by an astounding 468%, from \$71.2K in September to \$404.53K in October.

**OPPORTUNITY GROWTH**

↑ **118%**

Total opportunities rose by 118%, from 71 in September to 155 in October.

**CONVERSION RATE**

↑ **29%**

Conversion rate improved significantly, with booked revenue increasing to \$122.18K.

**SALES VELOCITY**

↑ **\$152.8K/M**

Achieved a sales velocity of \$152.84K/month in October, with a notable decrease in average sales duration.

**KEY INSIGHTS:**

- Total opportunities grew from 71 in September to 155 in October, representing a 118% increase. The number of won opportunities expanded from 6 to 45, highlighting a significant boost in successful deals.
- The total opportunity value surged from \$71.2K in September to \$404.5K in October, a 468% increase, reflecting the higher volume of leads converting into high-value opportunities.
- In October, each stage of the funnel saw growth compared to September; Booked Appointments increased from \$71.2K to \$404.53K, showcasing improved engagement and conversion efforts, and while No Shows increased proportionally, the higher overall lead volume mitigated the impact.

**Hear how world-renowned Symplast client Dr. Johnny Franco grew his revenue by over \$6M in one year.**

"If there's one thing that you want to change about your practice that's going to help you explode overnight, it's integrating a CRM like this. If it's built into your EHR, it's just going to be that much easier. *The key is moving people along the funnel, starting with lead magnets, social media, & targeting with drip campaigns.*"

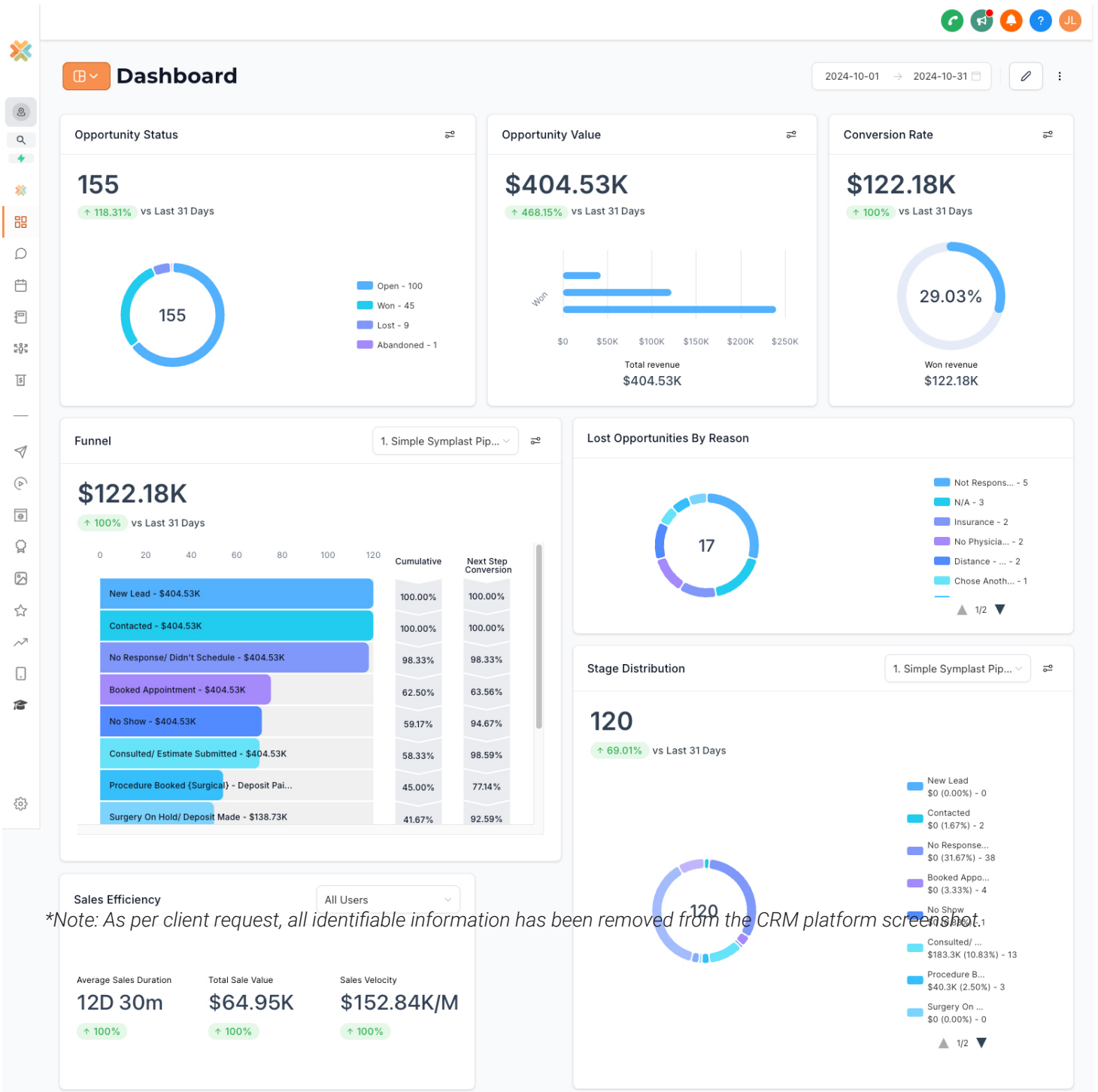


**Dr. Johnny Franco**  
Austin Plastic Surgeon



### CONCLUSION:

The implementation of SymplastCRM drove exponential growth for the client within the first two months. The platform enabled the practice to efficiently manage opportunities, boost conversion rates, and improve sales performance. This demonstrates the critical role SymplastCRM plays in empowering aesthetic practices to scale and thrive in a competitive market.



\*Note: As per client request, all identifiable information has been removed from the CRM platform screenshot.