



# Ragle Dental Laboratory, Inc.

Quality First .....since 1979

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### 15% Off All-ceramic



Use our diagnostic wax up to create the perfect temporaries. Then when you send us your final temp impression to make the restorations you will receive a 15% discount!

### Dr. Howell named President-elect for ISDS



He has already served as Treasurer, Trustee, and on several committees. Read more on their website:

[www.isds.org/ISDSFoundation/board.asp](http://www.isds.org/ISDSFoundation/board.asp)

## On the Fly....

NOVEMBER 2011

# Happy Holidays!

Holiday schedule on Page 2



### IF IT'S BROKE, DON'T FIX IT!

Obviously most of us do not follow the tag line above. Fortunately, we are more inclined that "if it's not broke, don't fix it" but that does not mean you stop trying to improve the customer experience.

During pre-boarding on a recent flight it was noticed by all standing in line that we could not hear the announcement coming from the agent. We could see the person making the announcement but no one knew what was being said. As the line moved closer to the agent you could then make out what she said. "Platinum Advantage Members may now pre-board". I walked up and while she was scanning my boarding pass I mentioned that no one could hear her announcements. She replied; "there's a speaker out there" as she waived her arm. I said "yes there is, but it must not be working". Her reply was; "I didn't build the plane, I just work here".



As business owners no one would like to have any one of our employees respond that way to a customer: in your case, a patient and in ours, a doctor or your staff. Nor would we want an employee even on our staff that has this type of attitude. I will agree with this person that yes she did not physically build the terminal but she is part of building a business and building customer satisfaction or the customer experience. So the day will go on with passengers continually asking "what did she say" to one another while this person continues to waste her time believing she is making an announcement but cannot figure out why no one is walking up.

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### PEACE OF MIND PRICING

Introducing our new flat rate pricing....



You can put your patients at ease with our consistent low price on your patient specific implant restorative cases. Now available in multiple different manufactured options. All implant solutions are available in: High Noble, Noble, Emax and Captek. All materials, parts and labor are now included in one low price, except High Noble alloy.

See the next page or visit our website for the new pricing options:

[www.raglelab.com/products](http://www.raglelab.com/products)

## ARE YOU STAYING CONNECTED?

With the growing rate of social networking, how could a business not afford to jump on the band wagon? In March of 2011 there were reportedly 6,941,720 Facebook users in Illinois alone. The state population was over 13,046,084 people, making the percentage of reachable citizens around 53.2%. [1] According to Facebook statistics, each user has approximately 130 friends. Every time a post is made, if only 5 fans 'like' that post, in return that reaches out to each of those member's friends, possibly leading to 650 impressions. Find us on Facebook and tell us how you stay connected with your patients.



[1] Internet World Stats. 2011. Miniwatts Marketing Group. 25 April 2011  
www.internetworldstats.com/unitedstates

[www.facebook.com/Raglelab](http://www.facebook.com/Raglelab)

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In the dental office, as well as a lab, if something is broke you would want someone to notice it and notify management that whatever it might be, be fixed. I have on occasion found something not being used in my own business only to find out it was broken and instead of being told they just would figure a work around. This is high up there on my list of annoyances and one I take real issue with.



Let's also keep in mind that it doesn't have to be equipment related. It could be a service or a product that is "broke". If a business does not know it and its customers have the attitude of the boarding agent above how will it get fixed? Although our clients did not physically build my lab, they did assist in building my business as your patients have done for your practice. I want to know, as you would, if good service was not provided or a product did not meet your expectations.

We hope we always meet the needs of our clients but if we do not, please never think it is not your job to tell us. Although we self-assess we really do not want to find ourselves as the maintenance person who will eventually fix the speaker as soon as someone tells him. But, in the meantime a few thousand will not hear the boarding agent because she could not take it upon herself to say, "thank you for letting me know. I will alert management to get that fixed".

Our customer feedback forms that are received with every case are there just for the purpose of letting us know if something is "broke". This will soon become web based to make the process even easier. We log all responses of your feedback and discuss both the positive and negative every week in our staff meeting. Your feedback drives our performance and better performance means a better product.

## IMPLANT FLAT RATE PRICING

**RCAD**

**ATLANTIS™**  
BY ASTRA TECH DENTAL

**BIOMET 3i** (digital scan)

starting at \$446

starting at \$621

starting at \$555

**BIOMET 3i** (robocast)

starting at \$684

## OUR HOLIDAY SCHEDULE

We will be closed for the holidays on the following days:

**Monday, December 26th**

**Friday, December 30th**

**Monday, January 2nd**



**Have a Safe & Happy Holiday!**

# Welcome Home

**Ragle**

Here at Ragle Dental Lab we are big supporters of our troops. We want to send a warm welcome to those that make our freedom possible.

Thank you for all that you do!



Sign up to receive our newsletters by email.