

HEALTHCARE · CLEAR ALIGNERS

How Snazzy Align unlocked 2× more qualified leads with Finn

A 24/7 conversational voice channel for lead qualification, patient follow-up, and treatment reminders — without adding headcount.

2× Qualified leads	65→82% Conversion in 3 months	<2 min Lead response (from hours)	80%+ Queries auto-resolved
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The challenge

In dentistry, trust is built in conversations — not on static FAQ pages. Snazzy Align's aligner patients had questions at all hours: pricing, treatment timelines, mid-treatment scans. Leads that weren't reached within minutes went cold, and the team couldn't staff around the clock without burning out.

The approach

- Finn became Snazzy's always-on voice channel — qualifying inbound leads in under two minutes.
- It handled patient follow-ups, treatment reminders, and the most common objections with approved talk tracks.
- Interested patients were routed to the human team; routine queries were resolved autonomously.
- Every conversation captured and summarized, so the team saw exactly what patients asked.

The results

Within three months, Snazzy Align doubled qualified leads and lifted conversion from 65% to 82%. Lead response time dropped from hours to under two minutes, 80%+ of patient queries were resolved without a human, and the team gained 40% more operational capacity — all while patients felt cared for around the clock.

“Finn AI gave us a voice that never sleeps. It's like having 100 trained consultants working 24/7, but without the burnout. Our patients feel cared

for, and our team feels empowered."

— Ayush Pateria, Co-Founder & CEO, Snazzy Align

See it on your calls — book a demo at www.hirefinn.ai/bookademo

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