



TotalCare Website *Sybron Dental Specialties*

Sybron Dental Specialties is a manufacturer of high technology dental, dental implant, and infection prevention products. Their products are consistent sales and technology leaders in the dental restorative, orthodontic, endodontic, and infection prevention marketplace.

Sybron Dental is currently launching the redesign of their KerrTotalCare.com website; incorporating a Virtual Operator where Heidi, a dental hygienist, walks customers through the process of infection prevention. Throughout the dialogue product pop-ups become available, highlighting the appropriate product for the current process phase being discussed. The phases include Pre-Patient, During-Patient and Post-Patient.

The goal of adding a Virtual Operator is not only to educate customers about the TotalCare products that make the hygienists job quick and easy, but to also attract new customers while retaining existing customers.

To view the program go to: <http://kerrtotalcare.com/> .