

EPISODE 172

HOW TO USE TECHNOLOGY TO IMPROVE YOUR BUSINESS OPERATIONS

SYSB PODCAST WITH

RAY BERARDINELLI



HOW TO USE TECHNOLOGY TO IMPROVE YOUR BUSINESS OPERATIONS

WITH RAY BERARDINELLI

In today's episode of the podcast, we spoke with Ray Berardinelli, the founder of two medical technology innovations that changed the way physical therapy practices operate. Ray discussed how he identified a need in the physical therapy space and created software to help businesses work more efficiently, secure more repeat clients, and provide all-in-one clinical services.

One of the key takeaways from the episode was the importance of mapping out the customer journey in order to identify pain points and inefficiencies in your business. By understanding what your customers are going through and how they are interacting with your business, you can find ways to improve your operations and build stronger relationships with your clients.

Ray's technology is like a business partner that does the bulk of the tasks for you, takes care of your clients, and pays attention to their needs. With this technology, you can free up more time for yourself and your customers, without the headaches.

If you are in the physical therapy space and you are looking for ways to improve your business from a technology standpoint, or if you want to learn more about the customer journey and how to map it out, be sure to check out the episode with Ray. There are many valuable insights and tips to be gained from his experience.

KEY TAKEAWAYS

Ray Berardinelli created software to help companies work more efficiently, secure more repeat clients, provide an all-in-one clinical service and more.

He designed automation software to take care of customers and pay attention to their needs so businesses can save time for themselves and their customers.

Technology is broken because there is a major disconnect between the online experience and the real live in-person experience. We need to find a way to make this journey online support the interaction that the physical person

To find inefficiencies and stronger relationships in our business, we should map out the process of the customer journey from start to finish including every interaction they have with our company. This will help us understand where we have churn and where we need improvement.

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