

# SYCLE SUCCESS



**MICHAEL ANDREOZZI**  
Beltone New England

Michael Andreozzi graduated from the University of Rhode Island with a degree in Communications. He has been in the hearing health care field for over 20 years as a Board Certified Hearing Instrument Specialist. He has grown his business from seven offices in Rhode Island to thirty three offices across New England in 2 ½ years.

Mr. Andreozzi has been a guest speaker at numerous venues around the country and has done extensive consulting work within the hearing aid industry.

He is currently President of Beltone New England.

## An Interview with Michael Andreozzi

### Actual Accounts of Increased Sales and Efficiency

#### Why did you choose Sycle.net for your patient management software?

We had to put a software on board in order for our practice to grow – because we were doing large growth in a short period of time, it was really important for us to have something that was easy for people to use, simple to implement, and easy to network. Sycle allowed us to do all of those things, and it grew with us. Basically we were one of the first dealers to sign on with Sycle early in it's game and we've seen it progress - it's 25 times better today than it was the first day we got it.

#### How has Sycle.net made your organization more efficient?

I'd say with the integration of linking all the offices together through a simple internet service and having one database that serves all the needs of the offices, we've been able to get real time reporting of our sales, marketing, advertising, and cash reports up to the minute, which has been tremendously successful in our growth from 7 to 33 stores in less than 2 and a half years. It's an integral part of what we've been able to do. I'm not sure if we would have been able to grow at the speed we did without it, to be honest with you.

#### What are your key challenges and how has Sycle.net helped you to address them?

With the implementation of Sycle and the way that it has grown over the last few years and has become more efficient with better reporting capabilities, it's clearly allowed us to become more effective in how we manage our schedules, how we book appointments, and how we deal with our cash deposits and receipts. I think that not having an information system in place was our challenge. Now that we do have something in place, it's allowed us to leave that obstacle behind us.

#### What do you like best about Sycle.net?

The appointment scheduling feature is one of my top favorite things because it allows us to look through our schedules and lets us see how busy each office is at any given time. The sales reporting feature allows us to see what is happening on at anytime. Equally or more important is tracking where our sales come from so that we can better channel our marketing efforts - so the referral reporting is a very critical part as well.

**What would you tell someone thinking about signing up for Sycle.net?**

Depending upon the size of the practice that they have, if they are large, (more than 10 stores) it's almost imperative that you have Sycle. It would be tremendously challenging in today's marketplace not to have Sycle on your team, if you have 10 or more stores, just because there is no other way to manage them effectively. If you are a medium sized business (3-9 stores) it is equally very effective because as you try to run your business and still see patients, and then run other stores and other people, it allows you to do it either from your office or your home or wherever you may be in the world. If you are a small company, I still think it's nice to have a point of purchase system that you don't have to worry about - that you know is housed securely separate from your office.

**Have your sales increased? And if so would you attribute that growth to the use of Sycle.net?**

Our sales increased a lot simply because of rapid expansion in the New England marketplace going from 7 to 33 stores. From the time we signed on with Sycle, our sales went up 5 fold from our sales before. I won't contribute every penny of it to Sycle, but the fact is that we would not have been able to achieve our growth patterns and the manageability of our practice without Sycle working with us the way they did. We would have not been able to grow as fast and as efficiently as we did if Sycle hadn't help us.

**GROW WITH CYCLE**

**INCREASE YOUR SALES**

Reduce paperwork and gain more time with patients

Drive more sales through personalized mail

Track your referral sources and know where to focus your marketing efforts

Know sales revenue instantly

**SAVE TIME AND MONEY**

Get started in minutes

Schedule appointments in multiple clinics

Requires no capital investment or technical skills

Receive free training, support, and upgrades

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