



Customer Testimonial

Richard Davila II, President of Livingston Hearing Aid Center

A long time Sycle user, Richard has utilized Sycle to increase productivity amongst his company's 75 clinics. As a large retailer, he knew Sycle was the best match for the needs of his company's expansive growth.

Why Sycle?

We needed to have an office management system that would be conducive to our continued desire to expand. We looked at what was available and realized Sycle was the best match for the needs we had from the start, and has continued to evolve and be a resource for our growth as we move forward. Sycle is so user friendly. If you can move a mouse, you can really do anything in Sycle. You can make it your own.

I moved to Sycle in 2005, and it was because other large retailers were using Sycle and when talking to them, it was hard to discuss and compare apples to apples. It really was the only way to move forward.

Business Fluency

We like the notes field in almost every section. It makes communicating amongst a very large group much easier. It has become one of our preferred methods of communication with respect to where our patients are in their patient journey. Sycle has its own language and we speak it. I say that with a smile on my face because it's pretty interesting. Sycle has become a very common word we use. I've been in this business for 27 years as a second generation hearing aid guy. Sycle has made enough of an impact on this practice that we actually use its language, and I think that's remarkable.

Sycle's Customer Experience Team

With a group of our size, training is really important. Sycle has made onboarding a breeze. You can train people over the phone if necessary. It has become one of our preferred methods of communication with respect to where our patients are in their patient journey. Fortunately for us, we have a process in place so we don't need to do that often, but Sycle offers demo training on their website where we can get a user ID or password, either by emailing the help desk or giving them a call. The best thing with the training is how easy it is to fix a mistake. To train new team members and reassure them that there's nothing they can mess up because it's so easy to fix it's amazing.

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Favorite Feature

I use the sales summary report pretty consistently when I need to figure out what our units, return percentage, and revenues are. I use a daily sales report for the finance end - how much money is being deposited each day, etc. Sycle reporting has become the pulse of the company. When I talk about the pulse, it's a type of analysis. We can see how many appointments we've had this week compared to last week, and view the deposit amounts, all on the same report.



*Sycle User Since: 2005
Number of clinics: 75*

The search feature is huge for us. We can find the information we're looking for quickly. We're fans of the patient summary section. It's remarkable and contains just about everything - appointment history, current hearing devices, insurance status - all the information you want on one screen.

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Would You Recommend Sycle?

Not only *would* I recommend Sycle, but I actively recommend Sycle. Most people come to us asking questions about marketing, practice growth, and practice sustained competitiveness. In order to talk amongst themselves, as professionals, people are going to have to speak the same language. I tell them, "If you want to communicate with me, you need to be using Sycle." Like I mentioned before, we speak that language. I've had this conversation many times as people look for different practice management systems. I tell them they might as well move to a system that the rest of us larger retailers use.

About Sycle

Sycle is the number one practice management software in audiology. Sycle's mission is to facilitate the delivery of better hearing to the world.