

(TPA) Telephone Performance Analysis						
Name of Spa	Date	Time	Spa Phone	Staff Name	Analyst	
Cliffside Skin & Laser-Emsculpt	02/26/2020	12:30pm pst	201 773 1999	Unknown	Lisa	
(TPA) Telephone Performance Analysis				Yes	No	N/A
No Callrail recording at this time.						Notes
The phone was answered promptly If no, the phone rang approximately _____ times before being answered				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
						After the 6th ring a caller hang ups. We all want it now so when you delay it could lead to a loss client.
Business name given				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
						Always answer the spa phone with the name of your spa first followed by your name so the caller knows who they are talking to.
Staff's name given				<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
						Put on hold then new staff.
Caller name & information asked & taken at beginning of call				<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
						Needs to get name and info right away so you can follow up if the caller wants to think about it. Or if you get disconnect.
Asked caller if they have ever been there before				<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
						If you asked and the caller says no that's a great lead into telling them all about your services and why your the best spa ever.
Listened to callers needs				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
						Be genuine. A caller can tell if you really listening and want to help. Refer to their needs as often as possible during the call.
Staff knowledgeable of procedure				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
						People want to go where the staff know what their doing and knowledgeable about the services they seek.
Staff shared own experience with procedure or a client's success story				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
						It's always nice to share your own personal story of when you had the procedure done and what it was like for you. Gives them comfort to talk to someone who has done it themselves.
Staff related to caller what the procedure can do for them				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
						Try to be as personal as possible when telling the caller how it can benefit their needs.
Staff gave pricing				<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
						Avoid pricing. If the caller insists or says they are shopping around then give the lowest price. "It starts at..." Then inform the caller that the specialist will be able to give a more accurate price at their free consultation.
Staff offered Free Consultation				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
						Good recovery on avoiding pricing, Gave examples.
Why your spa is unique				<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
						People like to hear FREE. Use it as often as possible so you can make that appointment.
Staff gave caller available date and times for appointments				<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
						A caller does not want to think to hard so if you provide a reason why your spa is above the rest they will be more likely to end their search and make a consultation.
Staff shared with caller other procedures that they might benefit from				<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
						She asked "If I would like to schedule one. It's best to give the caller options so it's easier to commit to an appointment.
Staff member mentioned deals or promotions				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
						Always good to share other related services they may like. And include why and any personal stories.
Different payment plans				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
						Don't make the caller ask. Share with them your specials early in the call and get them excited to make a consultation.
Staff was polite				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
						Seemed annoyed that I asked and her tone changed which made me feel less important because I asked.
				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
						After asking for payment plans her politeness faded a bit.
3 Attempt to call. 2/21/20@12:15pm pst, 2/21/20@12:30pm pst, 2/25/20@12:32pm pst Left a message as Bree Lee after 8 rings. No response to message as of this report date.						
Website Lead			Website Lead Response		Response Notes	
Date: 2/18/20			Voicemail: 9 mins.		Message not personal and person giving message seemed annoyed.	
URL: /sculpt.cliffsideandlaser.com/			Text Message: N			
Time: 2:00pm pst			Email: 4 mins.		Addressed as doctors name not spa name.	
Secret Shopper Name : Brenda Herb						
Email: rushhourfunfun@gmail.com						
Phone: 812 783 0722						
Good Callrail Example Call: No callrail at this time						
Example Callrail Call Concern: https://app.callrail.com/v2/a/264010353/events/929192214?event_id=552821968&event_type=call						
https://app.callrail.com/v2/a/264010353/events/9291						
https://app.callrail.com/v2/a/264010353/events/524761570?event_id=754783573&event_type=call						
Areas of Concern for:						
Not answering calls during prime time hours.			It took 4 attempts to talk to someone. Typically after the 2nd try a caller will move on and try a different spa. That's a Loss in client			
Sharing spa uniqueness.			Lots of competition out there so sharing why your spa is wonderful will give a caller more desire to commit to you.			

