

(TPA) Telephone Performance Analysis Review

Name of Spa	Date	Time	Spa Phone	Staff Name	Analyst		
Grace Medical	02/14/2020	1:00 PM	860 606-4320	Debbie	Lisa		
URL https://www.gracemedicalaesthetics.com/							
The phone was answered promptly				Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>	
If no, the phone rang approximately _____ times before being answered				<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Business and staff name given				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Not clear and had to ask her to repeat. Could be do to connection.
Caller name & information asked & taken at beginning of call				<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Very important to get name and phone number at the beginning of the call so you can follow up. It takes 3-4 points of contact to make a potential client commit. Also use callers name through out the call. It gives them the feeling that you know them and their needs and genuinely want to help.
Asked caller if they have ever been there before				<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Helps you to know if you need to be more detailed in your explanations and to make that great first impression to schedule a consultation.
Listened to callers needs				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Staff shared own experience with procedure or a client's success story				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
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 offered Free Consultation				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Why your spa is unique				<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Had an opportunity after explaining how coolsculpt works.
Staff gave caller available date and times for appointments				<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Let caller hang up without any effort to make a consultation
Staff shared with caller other procedures that they might benefit from				<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	No upsale
Staff member mentioned deals or promotions				<input type="checkbox"/>	<input checked="" 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.
Different payment plans				<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Staff was told that I was weighing cost to benefits. Gave pricing right away.
Staff member explained special requirements / preparation for the appointment				<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	No appointment was made,
Staff was polite				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Follow Up Call:				<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Follow Up Email:				<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Follow Up Text:				<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
A reminder email, text was sent out				<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Secret Shopper Phone Details							
Response Call Time:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>				
Response Text Message Time:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>				
Response Voicemail Time:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>				
Response Email Time:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>				
Follow Up Call:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>				
Follow Up Email:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>				
Follow Up Text:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>				
Secret Shop Website Lead							
Date:	2/4/20						
URL	https://www.gracemedicalaesthetics.com/						
Time:	11:07 AM						
Secret Shopper Name :	Brenda						
Email:	rushhourfunfun@gmail.com						
Phone:	812 783 0277						
Website Lead Response							
Response time - Phone call:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>				
Response time -Text Message:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>				
Response time - Voice Mail:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>				
Response time - Email: 22hrs. 41 mins.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Addition Website lead				Website Lead Results			
Website - https://www.gracemedicalaesthetics.com/coolsculpting				Spa Response time: Phone call: NONE, as of today.			
Confirm - NONE - Only a "Thanks! We'll get back to you soon " message				Spa Response time: Text Message: No Text Messages sent to the lead			
Date: 9/27/19				Spa Response time: Voice Mail: None			
Time: 9:21 AM				Spa Response time: Emails: Yes, email sent to the lead about 2 hours later.			
Name - Jake Romo				Problems with form/button: NONE			
Email - Mrp.990123@gmail.com				Follow up Phone call: None.			
Phone # - 201-677-5371				Follow up Phone Email: None			

					Follow up Text Message: None		
Example Callrail Call Concern:		https://app.callrail.com/v2/a/665627345/events/489954058?event_id=818018960&event_type=call					
Areas of Concern for: Grace Medical							
Calls are not being answered during prime time hours.							
Calls are being answered without getting callers name and information.							
No mention of specials or promotions.							
Long email response time.							
No text or call responses to lead							