

(TPA) Telephone Performance Analysis								
Name of Spa	Date	Time	Spa Phone	Staff Name	Analyst			
La Fleur-Emcsulpt	02/26/2020	2:56 PM	732 365 3991	Alex	Lisa			
(TPA) Telephone Performance Analysis				Yes	No	N/A	Notes	TIPS
https://app.callrail.com/v2/a/264010353/events/845457654?event_id=801850432&event_type=call								
The phone was answered promptly If no, the phone rang approximately _5_ times before being answered				<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	5 rings is getting up there.	After the 6th ring a caller hangs up. 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"/>	Good job!	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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Good job!	Giving your name helps the caller identify to you and can refer back with a name if the call gets disconnected or wants to talk to the spa back for more information.
Caller name & information asked & taken at beginning of call				<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	At the beginning of the call staff should have asked for callers name and phone number.	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 throughout 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"/>	Callrail recording :12 Should have been when she asked if the caller had ever been here before.	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"/>	Good job!	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 type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Staff member seemed unsure about answering questions.	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 type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Lots of opportunities to share personal story throughout the call.	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"/>	Good job!	Try to be as personal as possible when telling the caller how it can benefit their needs.
Staff gave pricing				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Gave pricing without caller asking. Callrail recording :49 sec. into call.	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 type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	At Callrail recording 3:54 staff could have told the caller if the spa offered free consultations.	People like to hear FREE. Use it as often as possible so you can make that appointment.
Why your spa is unique				<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	While talking about the procedure after mentioning the doctor Callrail recording 1:25 the staff could have shared why their doctor is amazing and their spa treatment is superior above the rest.	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 gave caller available date and times for appointments				<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Asked if the caller "would" want to come in. Always assume they do and give them the soonest available date and time to come in. On Callrail recording 3:54 Staff had an opportunity to give Date and time of soonest consultation	Very important to tell the caller your available times and dates. And if the caller wants a specific date and that date isn't available, don't say its not available say we have ... available.
Staff shared with caller other procedures that they might benefit from				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	No upsale	Always good to share other related services they may like. And include why and any personal stories.
Staff member mentioned deals or promotions				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Good job! She used the word free multiple times and callers like that.	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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Good job!	Always refer to the specialist for pricing but if caller insists then give lowest price range. Mentioning payment plans can ease any concerns the caller may have about the price of the procedure.
Staff was polite				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Good job!	Always a good idea to speak extra polite to someone you have never spoken to.
Website Lead				Website Lead Response		Response Notes		
Date: 2/26/20				Voicemail: N				
URL: https://sculpt.lafleurmedispa.com/				Text Message: N				
Time: 8:00am pst				Email: N				
Secret Shopper Name : Bree Lee								
Email: breetown65@gmail.com								
Phone: 516 737 0984								
Good Callrail Example Call: No callrail at this time								
Example Callrail Call Concern:								
https://app.callrail.com/v2/a/264010353/events/845457654?event_id=801850432&event_type=call								
Areas of Concern for:								

