

(TPA) Telephone Performance Analysis

Name of Spa	Date	Time	Spa Phone	Staff Name	Analyst			
Ritacca Laser-Coolsculpting	03/06/2020	1:15pm pst	847 278 9709	Tracy	Lisa			
(TPA) Telephone Performance Analysis				Yes	No	N/A	Notes	TIPS
https://app.callrail.com/v2/a/264010353/events/779340995?event_id=CALdd7cf60f4cf9461c88925109ac8d0065&event_type=call								
1. 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"/>	Good Job!	After the 6th ring a caller hangs up. We all want it now so when you delay it could lead to a loss client.
2. Business name given				<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Answered with hello and staff name.	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.
3. 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 the spa back for more information.
4. Caller name & information asked & taken at beginning of call				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Good Job! Name and address.	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.
5. Asked caller if they have ever been there before				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Good Job!	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.
6. 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.
7. Staff knowledgeable of procedure				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Put on hold when asked how long the procedure took.	People want to go where the staff know what their doing and knowledgeable about the services they seek.
8. Staff shared own experience with procedure or a client's success story				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Callrail recording 4:38 said she was new but did share coworkers experience.	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.
9. 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.
10. Staff gave pricing				<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Good Job!	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.
11. Staff offered Free Consultation				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Great Job!	People like to hear FREE. Use it as often as possible so you can make that appointment.
12. Why your spa is unique				<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Callrail recording 3:51 Great time to share with caller how you take care of your clients like have their favorite drink ready when they arrive or hand message while they wait.	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.
13. Staff gave caller available date and times for appointments				<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Callrail recording 3:56 Should have given caller the soonest available spa times.	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, dont say its not available say we have ... available.
14. Staff shared with caller other procedures that they might benefit from				<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	No upsale	Always good to share other related services they may like. And include why and any personal stories.
15. Staff member mentioned deals or promotions				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Great Job!	Don't make the caller ask. Share with them your specials early in the call and get them excited to make a consultation.
16. 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.
17. Staff was polite				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Great Job!	Always a good idea to speak extra polite to someone you have never spoken to.
<u>Website Lead- We put in a secret shop website lead to see your response time.</u>								
Website Lead			Website Lead Response			Response Notes		
Date: 3/4/20			Voicemail: 2hrs. 56 mins.			Excellent voicemail response. Mentioned specials and free consultation.		
						Offered to send more information on the center and coolsculpting.		
URL: sculpt.ritaccalasercenter.com			Text Message:					
Time: 10:00am pst			Email: 2hrs. 57 mins.			Great email response with specials mentioned.		
Secret Shopper Name : Bree Lee								
Email: breetown65@gmail.com								
Phone: 516 737 0984								
<u>Callrail is the recording system used to monitor calls.</u>								
Good Callrail Example Call:			https://app.callrail.com/v2/a/264010353/events/622498287?event_id=CALe32588f7fd964539b1d2c2a7ef88b039&event_type=call					
Concerning Callrail Example Call :			https://app.callrail.com/v2/a/264010353/events/343933176?event_id=CALccebcbfa2b4f436a8b464e980ab52a1d&event_type=call					
			https://app.callrail.com/v2/a/264010353/events/1546					

