

(TPA) Telephone Performance Analysis

Name of Spa	Date	Time	Spa Phone	Staff Name	Analyst		
Shore Medical-Emscupt	02/26/2020	11:33	516 588 6435	Ann	Lisa		
(TPA) Telephone Performance Analysis				Yes	No	N/A	Notes
https://app.callrail.com/v2/a/264010353/events/467627801?event_id=600962239&event_type=call							TIPS
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"/>	1st attempted 8 rings and automated system. Not answering during prime time hours is a potential loss in client. 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. <i>Good Job!</i>
Staff's name given				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ann Giving your name helps the caller identify to you and can refer back with a name if the call gets disconnected or wants to call 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"/>	Not once was I asked what my name was. 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"/>	Since I was asking about emscupt the staff could have asked many times during the conversation if I had been there 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"/>	Be genuine. A caller can tell if your really listening and want to help. Refer to their needs as often as possible during the call. <i>Good Job!</i>
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. <i>Good Job!</i>
Staff shared own experience with procedure or a client's success story				<input type="checkbox"/>	<input checked="" 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. <i>Good Job!</i>
Staff gave pricing				<input checked="" type="checkbox"/>	<input 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. It's best to leave the pricing for the consultation.
Staff offered Free Consultation				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	People like to hear FREE. Use it as often as possible so you can make that appointment. <i>Good Job!</i>
Why your spa is unique				<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Could have shared with the caller something like how they make their experience there better than other spas. 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"/>	When caller said husband might want to come and we do it together she could have shared available time to get us in. 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.
Staff shared with caller other procedures that they might benefit from				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Excellent job in telling caller other services that may be helpful to caller. 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! Said free sessions multiple times. 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"/>	when a caller seems concerned about pricing you should always share other payment options if available. 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: 2/24/20	Voicemail: N						
URL: shoremedicalaeshtics.com	Text Message: N						
Time: 10:28am pst	Email: N						
Secret Shopper Name : Bree							
Email: breetown65@gmail.com							
Phone: 516 737 0984							
Good Callrail Example Call:	https://app.callrail.com/v2/a/264010353/events/941672639?event_id=541431857&event_type=call						Good job specials
Example Callrail Call Concern:	https://app.callrail.com/v2/a/264010353/events/467627801?event_id=512741100&event_type=call						
Areas of Concern for:							
Staff not giving their name							

