

(TPA) Telephone Performance Analysis								
Name of Spa	Date	Time	Spa Phone	Staff Name	Analyst			
Skin Focus-Emsculpt	02/26/2020	12:15	914 908 3376	Zen	Lisa			
(TPA) Telephone Performance Analysis				Yes	No	N/A	Notes	TIPS
No recording at this time.								
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"/>	Put on hold 4 times.	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 type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	1st no staff name. 2nd no staff name. 3rd hold Jill. 4th hold Zen	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"/>	With being put on hold multiple times a caller will just hang up. If this had happened this would have lead in a client loss because you had no information to contact them back with.	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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Great 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.
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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Didn't seem as though ALL the staff were familiar with the procedure. All staff members knowledgeable about the procedure could eliminate the caller being put on hold.	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"/>	Great job!	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"/>	The specials given were overshadowed by cost given to the caller.	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 job!	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"/>	There are always opportunities to share with the caller why your spa is so special and stand out from 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"/>	Potential client was lost because the call was ended without attempt to set a consultation date.	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 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.
Staff member mentioned deals or promotions				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Good job!	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.skinfocused.com		Text Message: N						
Time: 7:55am 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/633637455?event_id=299884344&event_type=call						
Areas of Concern for:								
No web lead response time.								

