

(TPA) Telephone Performance Analysis

Name of Spa	Date	Time	Spa Phone	Staff Name	Analyst		
Vein Laser Institute-Coolsculpting	02/26/2020	10:38am pst	219 736 8118	John	Lisa		
(TPA) Telephone Performance Analysis				Yes	No	N/A	Notes
No recording at this time.							TIPS
The phone was answered promptly If no, the phone rang approximately _8_ times before being answered				<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Then put on hold 2 times. 4 mins. hold
Business name given				<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Caller was unsure who they were talking to.
Staff's name given				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	John 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 checked="" type="checkbox"/>	<input 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 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"/>	If you asked and the caller says no that's a great lead into telling them all about your services and why your the best spa ever. 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 you really listening and want to help. Refer to their needs as often as possible during the call. <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"/>	There are many times in a call you can share your personal story to help connect with the caller. People want to go where the staff know what their doing and knowledgeable about the services they seek.
Staff related to caller what the procedure can do for them				<input checked="" type="checkbox"/>	<input 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. <i>Good Job!</i>
Staff gave pricing				<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Try to be as personal as possible when telling the caller how it can benefit their needs. <i>Great job!</i>
Staff offered Free Consultation				<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. <i>Good Job!</i>
Why your spa is unique				<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The caller was unsure so telling them how well you would take care of them and how your spa is special above others will get a caller excited to commit to a consultation. People like to hear FREE. Use it as often as possible so you can make that appointment.
Staff gave caller available date and times for appointments				<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Did ask "IF" I wanted to make an appointment. Always assume they do and give them the soonest available date and times. 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 shared with caller other procedures that they might benefit from				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	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. <i>Great job!</i>
Staff member mentioned deals or promotions				<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	After the other procedures you offer you could have mentioned specials you were having. Always good to share other related services they may like. And include why and any personal stories.
Different payment plans				<input checked="" type="checkbox"/>	<input 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. <i>Good Job!</i>
Staff was polite				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Always a good idea to speak extra polite to someone you have never spoken to. <i>Good Job!</i>
Website Lead				Website Lead Response		Response Notes	
Date: 2/24/20				Text Message: N			
URL: veinandcosmetics.com				Voice Mail: 1 hr. 9 mins.			
Time: 3:00pm pst				Email: N			
Secret Shopper Name : Bree							
Email: breetown65@gmail.com							
Phone: 516 737 0984							
Good Callrail Example Call: No callrail at this time							
Example Callrail Call Concern: No callrail at this time							
Areas of Concern for: Vein Laser Institute							
Answering calls without saying the Spa name.							
Not getting caller's information at the beginning of the call.							
Web lead response time.							
Not giving specials							

