

Mystery Shop the Competition: Phone Communications

Purpose: To help you in assess your competition.

Instructions: Have someone (staff member, friend, etc.) call another practice as if they were gathering information about LVC and that practice. Have them call after hours as well. The *mystery shopper* should review this worksheet before calling. Then, during and after the call, he or she should record their experience and observations below.

Variation: To capture a complete picture of your competition, you might want to have two mystery shoppers — one that schedules a consultation, and one that does not. In this way, you can assess how your competition follows-up for both scenarios.

Practice name: _____

Phone number called: _____ Date: _____ Time: _____ Call length: _____

Spoke with: _____ Position: _____

Time on hold: _____ Message on hold: _____ After-hours info available

Phone/transfer etiquette was: Excellent Good Fair Poor

Describe your experience in regard to the following areas:

Did the LVC staff person take control of the conversation and convey a willingness to help?

Did they assess your knowledge level/personality profile?

Were they knowledgeable about LVC? Did they offer a comparison of other procedures?

Did they discuss cost? (cost breakdown/payment plans, guarantees, specials, etc.)

Did they discuss the doctor? The screening process?

Did they offer information about how their practice differs from other laser centers?

Did they describe their laser technology? Cross-compare with a competitive laser?

Was there a 'call to action' during the conversation? A follow-up plan of action?

How soon were you able to schedule an appointment?

Mystery Shop the Competition: Phone Communications

Tracking and follow-up

I was asked about: Referral source Demographics E-mail address, contact info

I was offered these additional resources:

- Written info
- Faxed info
- Web site
- The laser manufacturer web site
- Seminar
- Free consultation
- Mentor patient

Overall impression:

WHAT NOW?

Share your completed worksheet with your BDM. Keep your completed worksheet for future reference — it will serve as an instructive benchmark of your competition at this point in time. It's a good idea to mystery shop your major competitors once a quarter.