

Successful Telephone Conversations

PRESENTED BY:

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Financial/Conflict of Interest Disclosure

I HAVE RELEVANT FINANCIAL RELATIONSHIPS AS FOLLOWS:

Employee of
Allergan, Inc.

Stockholder of
Allergan, Inc.

No products will be
discussed in this
presentation.

Allergan/BSM Telephone Mystery Shopping Program

Administering the survey **for over 8 years**

Track 25 specific call elements

Number of participating practices: **454**

- Medical Aesthetics: 269 **(59%)**
- Medical Dermatology: 110 **(24%)**
- Medical Spas: 75 **(17%)**

Number of call responses in database: 2,477

Analyze effectiveness of staff **in answering phone inquiries and identify training opportunities**

Report database results on call components that most influence a patient agreeing to book a consultation

Importance of Telephone Skills

95%

Of the patient's contact with the practice **takes place over the telephone.**

First Impressions



People Form Opinions Quickly. It's important to...

Answer the phone **within 2 rings**

Announce both the practice name and your name

Ask for and use the **caller's name during the call**

If you must put the caller on-hold,

- **Ask their permission first** and wait for the answer.
- Limit hold times **to under 60 seconds**

Top Call Components

Engaging the Caller

Credentialing the **Procedure or Product**

Credentialing the **Practice**

Creating Excitement Around the Procedure or Product

Providing a **Personal Testimony**



Top 5 Components from the Allergan/BSM Database

93.1%

Caller's questions were mostly **answered with a question**

89.3%

The call recipient **credentialed the procedure/product**

89.1%

The call recipient **credentialed the practice**

88.3%

Call recipient created excitement around the procedure or product

84.8%

A testimony was provided by the call recipient

The results above are derived from the Allergan/BSM Telephone Mystery Shopping Database and correlates the percentage of "yes" responses to the instances the surveyor agreed or strongly agreed to book an appointment.

Summary

Callers want to have a **real and meaningful conversation with a staff member who is genuinely engaged and expresses excitement** about having them as a patient of the practice.

Thank You!