

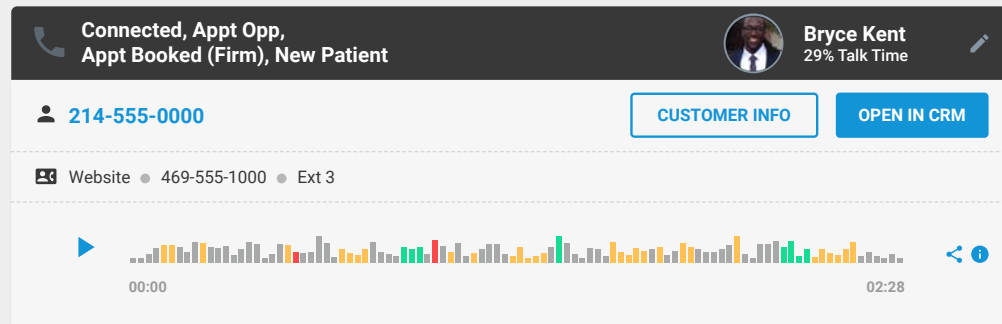


HOW SCHEDULING RATE IS IMPACTED BY

# HOLDING TEAM MEMBERS ACCOUNTABLE FOR PERFORMANCE

*In the following data study, Call Box analyzed 800,000 patient phone calls from dental practices across the United States. The data demonstrates the importance of holding each team member accountable for his or her individual phone performance in order to optimize call outcomes. By tying team members to their success (and shortcomings) on patient phone calls, dental practices saw an uptick in appointments scheduled over the phone.*

## HOW ACCOUNTABILITY AFFECTS SCHEDULING



## ACCOUNTABILITY DATA TRENDS

Phone performance is based on a wide variety of factors; these range from the experience level of the team member to the time of day when calls are handled. While many of these variables are out of our control, we have agency over one key factor — holding our team members accountable.

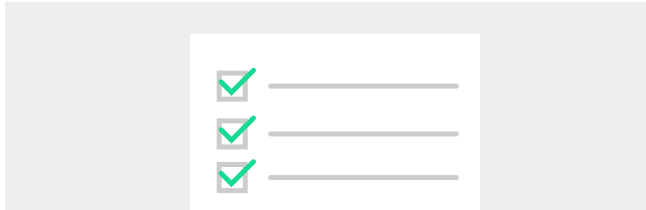
When managers leverage this factor, they experience a boost in favorable call outcomes. Call Box uses artificial intelligence to match an individual's voice to the phone calls he or she handles, and our human reviewers listen to the calls to determine content and outcome. This means managers using Call Box can quickly see which team member handled each phone call and the results of that call.

Of the 800,000 patient phone calls Call Box analyzed, when phone calls that present an opportunity to schedule an appointment are **not** tied to the agent who handled the calls, appointments are scheduled at a mere 54.79%. However, when phone calls are assigned to the appropriate team member, the scheduling percentage increases to 69.16%. **In other words, when team members are held accountable for their phone performance, they schedule around 15% more appointments.**

When managers objectively measure their agents' phone performance, these team members are more likely to put their best foot forward at each opportunity.

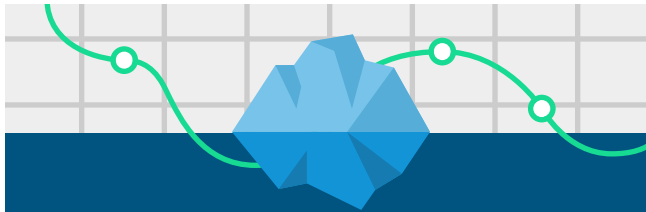
## ACCOUNTABILITY IN ACTION

Use these four recommended strategies to hold your team accountable to executing vital phone skills.



### 1 SET OBJECTIVE GOALS

Lead your team to success by setting objective and attainable goals. In addition to encouraging your team to be courteous on the phone, set objective performance goals such as having your team aim to discuss an appointment with 95% of new patient opportunities.



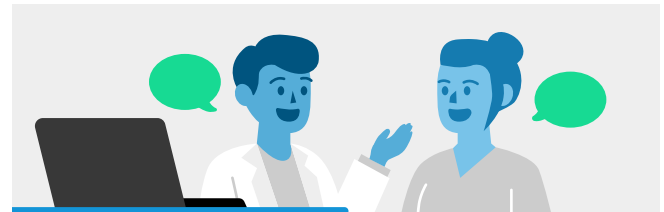
### 2 LOOK AT THE WHOLE DATA SET

Most managers are able to gauge who their top performers might be based on overheard conversations at their front desk or patient access center. However, this is only the tip of the iceberg. Instead of relying on anecdotal evidence, monitor call outcomes of your complete phone traffic so that you can reward team members based on their true phone performance.



### 3 CELEBRATE SUCCESSES INDIVIDUALLY AND AS A TEAM

Recognizing your team's efforts and achievements collectively is as important as doing so individually. Praise team members who lead by example and showcase the success they've led your entire team to.



### 4 LISTEN TO CALLS TOGETHER

Sit down with your team members and listen to their phone calls together. Allow them to offer a self-assessment of their performance, and then offer constructive feedback. Your team members might not be aware of the bad phone habits that they're exhibiting, and pointing these behaviors out once might be enough to nip them in the bud. Commend your team on their positive phone habits and reinforce those behaviors!

Make your phone an asset to your dental practice! By holding your team accountable to delivering a great patient experience and keeping track of call outcomes, your practice can boost the number of scheduled appointments and drive continuous staff improvement.

To learn more about how Call Box is helping more than 5,000 healthcare practices drive accountability and improved phone performance among their teams, visit [www.callbox.com](http://www.callbox.com) or call 833-322-0377.