

OUTBOUND BEST PRACTICE

6 STEPS TO REACH THAT MISSED CALLER

SCENARIO

A caller reaches your practice but doesn't actually connect with you. Due to long hold times or being transferred to voicemail, he or she hangs up... now what?

SOLUTION

Follow this six-step guide to reconnect with lost callers (and book more appointments!)

1

Identify the callers who were not able to connect by going through your call logs or call recordings.

2

Call back the caller and say you are reaching out to ensure their needs are met.

3

If frustrated, display empathy and let them know you value them as an existing or prospective patient.

4

If they were seeking information about an appointment or procedure, be sure to invite the patient to schedule an initial consultation.

5

If they agree to schedule, set exceptions for the visit by providing directions to the practice, parking details, and estimated appointment length.

6

If the patient has already found services elsewhere, close the call by letting them know you hope they will consider your practice for their needs in the future.

LEAVING A VOICEMAIL

"Hi, This is [insert name] from [practice's name/office]. I know you called in earlier and we weren't able to meet your needs. I'm reaching back out to answer any questions and schedule a consultation or appointment as needed. You can reach me at [phone number]. I look forward to hearing from you!"

