

38%

OF FIRST TIME CALLERS SAY THEY ARE NOT LIKELY TO BECOME PATIENTS OR RECOMMEND THE PRACTICE BASED ON THEIR INITIAL CALL.

3%

increase since 2016



WHAT DRIVES LIKELIHOOD OF A FIRST-TIME CALLER BECOMING A PATIENT?

Callers who reach a live attendant are

2-2.5X

more likely to return or recommend than those who never reach a live attendant.

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Primary Care callers who perceived attendant was considerate of their time were:

17X

more likely to return

4%

increase since 2016

PRIMARY CARE CALLERS	ARE MORE LIKELY TO RETURN OR RECOMMEND WHEN:	SPECIALTY CARE CALLERS
2.7X MORE LIKELY	They perceived attendant as empathetic.	5.7X MORE LIKELY
4.4X MORE LIKELY	They perceived attendant was friendly. (up from 3.4X pre-COVID)	2.2X MORE LIKELY
4.2X MORE LIKELY	They were offered appointments within 2 weeks.	7.5X MORE LIKELY
1.4X MORE LIKELY	They perceived attendants as patient and understanding.	5.3X MORE LIKELY

*Based on 13,245 phone calls to medical practices in 32 distinct markets across the United States

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