

MYSTERY SHOPPING THE COMPETITION

Assess Your Challenges

OBJECTIVE: One proven way to determine your best response to competition is to use a “mystery shopper” to see how competitors communicate with their customers/patients. And it’s usually fairly simple to have a staff member or friend call a competitor and inquire about a product such as injectable wrinkle reducers and fillers.

Have your shopper(s) review this worksheet, and write down what they learn. Call during regular hours and after hours, too, if possible (many practices use paid services to respond when they aren’t available).

You may use multiple shoppers to see the responses under different situation—one may just ask for information. Another may schedule a consultation. That way, you can see if the competitor treats people differently, or makes special offers to some prospective patients.

Practice Name: _____ Date: _____

Phone number called: _____ Time: _____ Call Length: _____ Phone/transfer etiquette was:

Spoke with: _____ Excellent Good

Time on hold: _____ Message-on-hold: _____ Fair Poor

KEY OBSERVATIONS

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

Did the person ask questions specifically about you?

Did the person demonstrate a knowledge of their practice’s services and products?

Did the person provide prices?

Did the person discuss financing options?

Did the person offer specials?

Did the person provide information about the physician?

Did the person talk about the consultation process?

Did the person differentiate their practice from others in the area?

Did the person try to get you to schedule an appointment or take other action?

How soon could you schedule an appointment?

Did they discuss the doctor? The consultation process?

TRACKING AND FOLLOW UP

What information were you asked for:

- Where did you hear about us?
- Age or other demographics
- Cell Phone Number
- Other Phone Number
- Email address
- Mailing address

What did the competitor offer you:

- Printed information
- Website links
- Free Consultation
- Paid Consultation
- Invitation to Special Event
- Other

Overall Impression Of Contact:

WHAT NEXT

Keep your completed "Mystery Shopper" sheets and compare them to your practice responses to see if there are areas for improvement, or if you and adjust inquiry responses to be more competitive.

Share what you learn with your PGX representative to get more insights.

You may want to do Mystery Shopper interview quarterly to see what may be changing in your marketplace.