

CallSource[®]

Scoring Criteria

Hearing



Prospect Call Scenarios:

- Callers not currently wearing hearing aids or wearing a competitor's hearing device, even if their name is in the system.
- Callers who are new or existing patients to an office who are calling with general questions regarding the practice.
- Callers who are returning for a hearing test and have been previously tested, but not fitted with a hearing device.
- Callers who are wearing a hearing device that is 3+ years old and need to have their device cleaned, repaired, or their battery replaced or evaluated.
- Seminar and open house calls where appointment times are issued.
- Calls regarding a hearing handbook or educational material. These types of calls are considered prospects due to the nature of the marketing material; it is designed to bring people into the office to pick up the educational material.
- General insurance or pricing inquiry calls regarding the purchase of a hearing aid.



Appointment Set:

All prospect call scenarios and general information or calls that result in an appointment (specific time and date) to be tested or fitted with a new hearing device:

- Pricing request calls that result in a consultation or appointment.
- New client inquiry that results in an appointment.
- Repeat testing client calls that result in a new testing appointment.
- Current clients who are making their follow-up appointments.



No Appointment Set:

If the call handler does not set an appointment (specific time and date) on a prospect call for any reason:

- General information or calls that do not result in an appointment (specific time and date) to be tested or fitted with a new hearing device.
- Pricing request calls that do not result in a new hearing device consultation or appointment.
- New client inquiries that do not result in an appointment.
- Repeat testing client calls that do not result in a new testing appointment.
- Appointment cancellation in which the call handler does not attempt to reschedule the appointment.

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Not Applicable:

- Any current customer or patient who has purchased a device within the last 3 years.
- Change of appointments.
- Canceled appointment with an attempt to reschedule.
- All voicemails, after hours answering services.
- Calls from known current hearing device users (less than 3 years old) regarding:
 - General repair calls
 - Warranty calls
 - Battery replacements, wax guards, etc.
 - Cleanings
- Direction requests (for callers who have an appointment on the books).
- Any caller that is calling back and has called in within the last 3 weeks regarding general information, pricing or hearing evaluation is considered N/A.
- Callers who are requesting a service that the office does not offer.