

# Client Services: Script Guide

## Call Opening

### Inbound Call:

*"Hi [pt name], thank you for calling Dental Boutique this is [agent name] speaking..."*

### For Online form submission:

*"Hi [pt name], I'm just giving you a call to let you know that we received your message that you sent through."*

### For Price List:

*"*

*I'm giving you a call since we've noticed that you've downloaded the price list..."*

### Listening & Surveillance Act Requirements:

*"By the way, we are recording this call for quality and training purposes..."*

## Start the Conversation- [get them to talk about problems first - problem centric approach]

### Inbound Call/Price List:

*"I'm just curious, could you share with me a little more about your concerns with your smile / share with me a little bit about your current situation?"*

### For Online form submission:

*"I noticed you wrote down in your form that you are having these concerns ... tell me more about your situation related to [concerns/current situation]..."*

### Dig in deeper... (go down the iceberg... ask 1-2 qs)

- *How long have you been thinking about this/ has this been a concern for you? (show empathy)*
- *How is it impacting/affecting you at the moment so far?*
- *Has it been getting worse?*

### Offer Consult:

*"Here's what I'm thinking ... Given your situation, it might be best if you have a chat with one of our Dentists ... it's **FREE** and they can really give you some professional advice on what is best for you ... how does that sound for you?"*

*"We'll perform a check-up of your smile, teeth, and gums, including photos, measurements, and a full-mouth X-ray. This consultation is your chance to discuss your smile goals and any concerns with your dentist. You'll receive a personalised treatment plan with options, quotes, and timelines to help you make the best decision."*

**If they say NO to an in person consult offer ODC:** *"No problem...perhaps a virtual consult could help first to chat to the dentist and then we can plan your appointments and trip to us? Our next available time is [date] and [time].... How does that sound?"*

**If No to person consult or ODC:** *"Is this something you would like to address now or later?"*

- **If Later** - no problem, when are you thinking? (set time and date for future call/ reach out)

### **Price Persistent Patients:**

*"Here's what I'm thinking ... if price is a concern for you...it might be best if you have a chat with one of our Dentists ... it's **FREE** and they can really give you some professional advice on what is best for you ...How does it sound to you?"*

**If NO**, then offer ODC...

*"No problem...perhaps a virtual consult could help first to chat to the dentist and then we can plan your appointments and trip to us? Our next available time is [date] and [time].... How does that sound?"*

**If still a NO,**

*"No worries, I can send you an info pack with our price guide. Is this helpful?"*

**PT has the price guide**

*"If price is something that you are really wanting to know, talking to a dentist is the next step which you can do in-person or online. Is there an option that works best for you?"*

### **Location:**

**Inbound Call:**

*"No problem... What is your postcode? I'll find your closest clinic for you..."*

### **Referral Source:**

*Just curious, how did you hear about us?*

**Note:** If PTs response is general like "Online, Social Media" - please ask for what specific social media platform they have learned about us.

**For Online submission form:**

*"No problems... I can see your postcode is [XXXX]... our closest clinic to you is [clinic]"*

## Appointment booking:

**If Yes** - go ahead and schedule booking (date and time)

**In-person/Online consult:** "Our next available time is .... (date/ time] does this work for you?"

### Ask for Patient Information:

- Name
- Date of Birth
- Email Address
- Phone Number

## Once Booked/ Confirmed:

### If Yes/ booked confirmation:

"No problem, that's all booked in for you.

Now that you are all booked in...

You'll receive a confirmation email shortly with the appointment details, location, parking information and what to bring along.

A few days before your appointment, you'll receive a call from the clinic to confirm your appointment, that is just so the site can confirm your appointment.

If you need to reschedule, please give us 48 hours notice.

Have a lovely day"

### Virtual consultation booked (ODC) confirmation:

"No problem, that's all booked in for you.

Now that you are all booked in...

You'll receive a confirmation email shortly with the appointment details.

A few days before your appointment, you'll receive a call from the clinic to confirm your appointment, that is just so the site can confirm your appointment.

If you need to reschedule, please give us 48 hours notice.

See you online then!"

## Exceptions:

- Pensioner
- Centrelink
- Medicare / Bulk Bill
- Unemployment
- Government vouchers (don't directly accept vouchers)

**Direct to pricelist word track:**

*"Here's what I can do ... given your situation it might be best I send you a pricelist so you can review this and have a think about our services"*