

We've got the perfect marketing tips you've been waiting for in this weeks newsletter!

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Your Weekly News: April 1, 2016

Today's newsletter is filled with marketing tips for recovery treatment facilities. These tips will help your facility offer outstanding customer service and reduce the number of hang-ups and abandoned calls coming through your center.

Top Mistakes Treatment Centers Make on Calls



The Problem

Not providing personalized customer service. Is your admissions specialist taking the time to really understand the caller's needs and how to help them get treatment? Asking for a person's insurance information up front, before you even ask them their name, is a surefire way to alienate your potential client.

Why is this a problem? People are quick to discuss their poor client relations issues by sharing their experience with friends and family.

The Statistics

According to a 2014 Global Customer Service Barometer survey performed by American Express, 95% of people share their poor customer service experience with an average of 21 people. Compare that with 93% of people sharing their positive customer experience with an average of only 8 people. Poor call center service can quickly escalate requiring you to spend a lot of time and money on reputation management to re-establish a positive company image.

Common Methods People use to Share their Customer Service Experience:

- 91% share their bad experience face-to-face with their friends, peers and co-workers
- 50% share on the company website
- 49% share on social media sites
- 49% use text messaging
- 46% post to consumer review sites such as Yelp
- 34% use online chat or instant messaging
- 16% post to the company blog



The Solution

It's time to start treating people like individuals, not insurance policies! If your staff isn't taking the time to get to know each client, it might be time to retrain them. It's almost impossible to properly serve your clientele if you don't take the time to ask questions and find out what they need.

Before your facility can start serving the needs of people seeking treatment, you first earn the right to ask people for their business by gaining their trust. A positive client experience includes making sure your admissions department asks the right questions to create a comprehensive needs assessment. The information gathered during the customer discovery phase is a useful marketing tool that lets you suggest a personalized treatment and recovery plan based on their exact needs.

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866-436-1617**

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