

Call us to connect with people looking for your services: 866-706-0092

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transfer. transform. transcend.

## **Providing Personalized Customer Service to People Calling Your Treatment Center**

In this week's newsletter we are going to talk a bit about answering calls and how to target statistics. The things that are working, more often than not, are just a series of questions. It's asking a lot of questions and in this process you're building rapport with your clients. It's asking them things like, "What's going on in your life, tell me what that's like, when does that happen, how does that work, when do you find yourself there, who else knows about this?"

### **Get to Know Your Client**

Often times as human beings, we have this innate kind of desire to disclose everything and anything about our services and what our treatment center has to offer. It's like "Here's all the great things about us" and, you hear this over and over, where somebody calls in and it's like "I need help" and then it's like "Well let me tell you how great we are. We have this program, and that program, and we have all the cures for everything." You haven't even given the person calling the opportunity to tell you what's going on.

The drug, alcohol and dual-diagnosis facilities that do well, the ones that get admissions more than others, spend more time on the person calling than they do talking about themselves. Often times that is where the error lies, this is where there is a disconnect between the call center agent and the person calling.

### **Relate to Your Patients**

There's also a stigma that you have to be in recovery to be relatable, which is not necessarily the case. Many times there is a point in the conversation when someone can say, "I know what you're talking about."

Everybody can find a way to relate to somebody. I am somebody's mother or I am somebody's son, I am somebody's brother, I am somebody's sister, I am somebody's husband. There are so many ways to relate to somebody and you don't have to be in recovery to relate to them.

So these are just a few customer service methods that we've seen work well when talking with potential patients or a member of their family.

### **Track Your Calls**

We've also found that centers that have a structured marketing program and track their incoming calls are the ones that do better than others. There are so many facilities who are doing well with incoming calls but they don't know that they are doing well because they aren't tracking their calls.

If you don't have the metrics or systems in place to track your calls, then it's kind of hard to determine the best return on your investment. There are so many software solutions out there that are a pay as you go kind of deal that are very affordable. You can track every single adword if you want to know exactly how things are backing out.

At TreatmentCalls.com our affiliate manager assigns tracking numbers to each piece of content we produce. So if someone's calling in we know, based on the number they are calling, if they found us through our website, our newsletter, one of our social media accounts or through one of our Google ads.

### **FIND QUALITY LEADS FOR YOUR TREATMENT CENTER**

We can help you with your addiction treatment and rehab marketing lead generation efforts. TreatmentCalls.com provides qualified leads for alcohol and drug abuse treatment centers and programs around the country. We generate these leads by finding potential patients seeking treatment and help connect them with a facility who can properly address their needs.

### **Call Today and Connect with People Looking for Your Services**

**866-706-0092**

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