

How to improve your WhatClinic **ServiceScore™**

- ✓ Clinic responsiveness
- ✓ Brochure completeness
- ✓ User interaction
- ✓ Reviews
- ✓ Patient feedback



10 tips to improve your WhatClinic score

WhatClinic's ServiceScore™ is based on a variety of data points gathered from clinics and their interactions with our users. We look at lots of 'customer care signals', these are data points from things like phone calls, emails, SMS, brochure information, patient feedback, reviews and more. We use these data points to calculate a score out of 5 that will help users on our site know which clinics are easier to get through to.

The WhatClinic ServiceScore™ appears beside the clinic listing on search results pages of WhatClinic.com. It also appears on your clinic brochure. It's based on data that goes back as far as 12 months, and it is reviewed automatically every day.

Here's a quick summary of the WhatClinic ServiceScore™ that will help you to understand how it works:

- ServiceScore™ is calculated by an algorithm based on dozens of factors and millions of data points.
- ServiceScore™ cannot be changed or influenced by WhatClinic or clinic staff members.
- ServiceScore™ is not linked to payment of any kind of product or service.
- Some clinics haven't been on the site long enough to generate a ServiceScore™.
- Some clinics might not have had enough user interactions to generate a ServiceScore™.
- ServiceScore™ is not a measure of medical proficiency. It looks at customer care signals, including how prompt and responsive the clinic is. There's also a large emphasis on review scores.
- ServiceScore™ changes daily and reflects up to 12 months of data.





If your score is between 0.1 - 2.9

If your score is very low - for example, if it's less than 2.0 - there may be a problem!

Here's a quick checklist.

Tip 1

How good are you at picking up the phone?

Phone contact rate plays a large part of our ServiceScore™ rating. When our users call your clinic, how likely are they to get through on the first attempt? Clinics that are great at answering their phones generally have a better ServiceScore™ rating.

Tip 2

When users from our site contact you, do you respond using the WhatClinic service?

Reply promptly to all email enquiries by phone, SMS and email using the contact details provided. If an enquiry is bogus or spam, be sure to mark it as such. Not only does this mean your refund request is processed quickly, it will also ensure your ServiceScore™ improves. Never ignore a patient enquiry!

Tip 3

How quickly are you getting back to patients?

Do you wait a few days before you start to look at enquiries? How often do you try to call the patient back? Try to get back to users on the same day.

Top Tip: Our data shows that clinics who respond by making a phone call along with a text to the patient are three times more likely to book that patient than by emailing or calling only.

If your score is between 3.0 - 3.9

Your score is perfectly acceptable, but if you want to increase it, there's lots more that you could do, especially if you're already doing the three things outlined above. (Tips 1, 2 and 3)

There are lots of additional things that you can do to nudge your score up over time. Try these tips!

Tip 4

Aim to get back to all phone and email enquiries on the same day.

Tip 5

Encourage more 'fresh' reviews and reply to the ones you already have. You can use the reviews tool within FrontDesk to easily request reviews from patients. You can also easily reply to reviews using the tool.

Tip 6

Update your brochure. Why don't you add more content to photos or staff sections? Consider reviewing your prices to make sure these are up to date.

Top Tip: Add price ranges if you can't be too specific.





If your score is between 4.0 - 5.0

Wow, you're doing great! If you're looking to improve your score even further, here are a few more tips that you might want to consider. These are tough, but worth the effort to grow your business.

Tip 7

Reviews are key to ServiceScore™ rating. It's important to have lots of recent reviews, so consider requesting some more. Why don't you set yourself a weekly reminder to ask for new reviews? Make sure you have replied to all the reviews you've received, even if it's just with a polite thank you.

Tip 8

Aim to get back to all phone and email enquiries in under 2 hours. SMS is often the easiest and fastest way to meet this target, and it's also very effective at winning the patient. By phone is the second most effective means to convert patients. The best clinics use a combination of phone, sms and email to follow up with patients. Try at least two ways (we recommend phone and sms) to follow up.

Tip 9

Try mystery shopping your front desk at various times during the week. How easy is it to get through to make an appointment? How often do callers end up leaving a message, or worse, hear a phone ring without being answered at all? Consider tracking the number of calls that get answered each day, and incentivising teams to answer phones quickly.

Putting phone handling at the top of your list will not only improve your ServiceScore™, it will also benefit your whole business.

Tip 10

So if you've followed all of these tips, and you're still not scoring a full 5.0, our last and final tip is to keep up the good work! The WhatClinic ServiceScore™ rewards clinics that are consistently good over a long period of time. So now that your practice is doing everything right - just keep going. And on behalf of our users, thank you for your commitment to great customer service.