
Best Practices to Help Increase Success with Lyric Consumer Leads



Below are a few best practices that have helped providers to increase the likelihood that Lyric Consumer Leads show up for the appointment scheduled and walk out as your patient.

1. When a consumer inquires with our call center, they are expressing interest in Lyric. When the call agent transfers the qualified consumer to your office, it is critical that someone is available to answer the phone. If they receive voice mail, the consumer may ask to try a different provider's office.
2. First impressions are everything! It is important that the call is a pleasant experience for the potential patient. This initial touch point is key to building rapport and trust with the consumer and value in your services.
3. **SCHEDULE THE APPOINTMENTS ASAP.** These consumers are responding to an ad and seeking an immediate consultation. A delay can easily cause them to revert back to their feeling that "everything is fine". Our data shows consumers are MUCH more likely to show up for their appointment if they are seen within 5 days of the initial phone call.
4. Some of our best converting offices increase "show-up" rate by calling the lead immediately after the appointment is made to introduce themselves, qualify, further on their lifestyle, **and explain what will happen during the appointment.**
5. Email or mail any welcome letters or patient contact forms to be filled out.
6. If your office has any concerns about Lyric, the call center, the process of selling Lyric, etc., we ask that you contact your Lyric Specialist. Discussing these concerns with the consumer will likely result in confusion and may raise questions about your level of knowledge on products you offer in your practice.

Our call center pulls your practice's contact information from the Phonak customer database. The best way to ensure we have your most current contact information is to ensure your Lyric Specialist is aware of any changes. The Lyric Specialist will update the Phonak database accordingly.