

Advanced Feedback - Phone Shop

Shop Details & Demographics

Caller **22**

Age / Gender / Status 26-29 / Female / Single

Ethnicity Caucasian

Business Called: **The Hudson Hotel**Number Called: **310-599-6500** Date: **04/08/2013** Time: **02:20** PMCaller Scenario / Cover Story: **A 26 year old female looking to go on vacation for a few days with her husband for their anniversary.**

Call Summary

After 3 rings the employee answered, "Thank you for calling the Hudson Hotel, this is Holly, may I have your name please?" I gave her my name and she asked how she could help me. I told her I wanted to check rates for the end of the Month and to see if they had any rooms available. She replied, "Okay, I can help you with that. Um, would you mind holding a minute though? I have another call." I told her to go ahead and she put me on hold without thanking me. When she returned, she thanked me for holding and used my name. Holly determined my dates of arrival/departure and asked if I minded her asking me a few questions. She asked if I had stayed at this hotel before and what brought me to the area. Holly listed all of the local/room amenities and offered a reservation after listing the suite prices. After I declined, she informed me that the rates may increase and I should book before they run out of availability. In order to secure my reservation, she offered to upgrade me to the Honeymoon Suite for the price of the Deluxe Suite. Holly gave me my confirmation number, offered a confirmation email, repeated all of my reservation details, and told me she looked forward to meeting me on my day of arrival.

Phone Shop Survey

Score **100.0** % (**10** of **10**)

Contact Name:

Holly

1. PROMPT

Did the employee answer the phone within 3 rings?

Response

Earned / Possible

Yes**1****1**

After the 3rd ring

2. GREETING

Did the employee use an appropriate greeting?
(Salutation, establishment, provided their name, how may I help you?)**Yes****1****1**

"Thank you for calling the Hudson Hotel, this is Holly, may I have your name please?"

3. ASK NAME

Did the employee ask for and use the caller's name?

Yes**1****1**

She asked for my name in her greeting and used it throughout the call

4. QUALIFY

Did the employee qualify the caller (1st visit/call, reason)?

Yes**1****1**

Holly asked if I had stayed at this hotel before and when I told her it was my first time in the area she told me that I would love it and the weather has been warm. She then asked why I would be in the area.

5. NEEDS

Did the employee ask a follow up question to further determine your needs?

Yes

1

1

Holly determined why I was renting the room and offered the Honeymoon Suite. She also asked if she could book any spa treatments.

6. VALUE

Did the employee build value with a service/feature of benefit to the caller, prior to offer or request?

Yes

1

1

She informed me of the local amenities: museum, zoo, amusement park, 24 hour spa, fitness center, and shuttle service. Holly also listed the room amenities: breakfast buffet, ironing board, coffee maker, mini fridge, and blow dryer.

7. ASK / OFFER

Did the employee ask for the sale (secure appointment/reservation)?

Yes

1

1

After Holly listed the room types and prices, she asked if I would like her to book the Honeymoon Suite for me and my husband.

8. OVERCOME

Did the employee attempt to overcome objections?

Yes

1

1

I told her I was not ready to book and I just wanted rates. She told me that I should book soon in case the rates increase or they run out of availability. Holly also mentioned the 72 hour cancellation policy and that if I book today she can give me the Honeymoon Suite at the rate of the Deluxe Suite.

9. LEAD

Did the employee lead the conversation?

Yes

1

1

Holly lead the entire conversation by determining my needs, listing the amenities, and making a great effort to secure my reservation.

10. DO BUSINESS

As a potential customer of this business, did you have a positive experience and would you be inclined to call back and do business with the person you talked to?

Yes

1

1

Yes, Holly was very friendly and made me feel as though I was receiving a good value for what I was paying.

Impression::

I would definitely do business with this hotel. Holly was personable and upbeat. I felt like she was interested in my business and wanted to make my stay an enjoyable one. She used my name repeatedly and determined my needs.