

Murray  **Strategic**

ACSA National Summit

A Secret Shopper's Insight

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Disclaimer

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My Opinion

- Aged Care continues to be a competitive marketplace
- Families' perceptions of value will continue to change due to the complexities & high costs involved
- Families have more information available via the internet
- Many organisations are not 'selling differently' yet the price has increased from \$35 per day (high care fees) to \$250,000 +
- Many have not 'Mentored' key sales staff - this is changing
- Industry still lacks the dedicated sales teams - this is changing
- Some staff appear uncomfortable in Sales Roles

My Opinion

- Facilities are concerned about providing consumers with information
- Government paperwork issues are improving but there are still errors, delays and frustrations
- Fee letters from Government is providing clarity for consumers and providers
- Transparency around room price is helpful
- Industry Web sites have been reviewed and improved

Our Secret Shopping Credentials

- Assessments Australia wide
- Profit and Not-For-Profit organisations
- Small, medium and large providers
- Phone assessments
- Scheduled and Unscheduled tours
- Phone calls during and outside of working hours
- Customer enquiries via website
- Hundreds of assessments undertaken

What is Secret Shopping?

Secret shopping is a tool used internally by companies to measure quality of service or compliance, or to gather specific information about products and services



Secret Shopping

What are we looking for when we assess a facility?

- Answering phone calls professionally and calls returned in a timely manner
- Medical and Financial qualification of the customer & retention of key data (name, phone number)
- First impression both over the phone and during the initial face-to-face greeting
- Relevant information delivery pre & post tour
- A structured tour process
- Outcome to be obtained after the tour
- Follow up process in a timely manner

Here are our findings from the last 60 Consumer Evaluations

What % provided inappropriate or inadequate financial information?

poor or confusing delivery, incorrect information, customer referred onto myagedcare.com.au

40%

What % of printed material offered was inadequate?

poor quality, lacked information, sometimes not available

40%

How many discovered the potential resident's primary social activity was knitting and subsequently sold that as a key lifestyle offering?

One

(1.6%)

How many asked "what's important to mum/dad", listened and then used this information - tailor the whole tour?

0

How many pre tour emails “providing key information or confirming our appointment” have we received?

0

How many post tour emails “thanking us for our time and offering additional assistance” have we received?

Two emails (3%)

How many post tour follow up calls have we received out of the last 60 assessments?

Four calls (6%)

How many facilities had a clear “Call to Action” or “End of Tour Hook” at the conclusion of the tour?

Second appointment offered, meal offered, phone call booked etc.

0

What is the most common statement used at the end of the tour that shows a customer that they are not important and you don't need their business?

“If I can be of any further assistance to you, please do not hesitate to give me a call or email”

How often is this used

100% of the time

Underlying Themes

- ❑ No pre tour information offered confirming the appointment or outlining what information to provide during the tour
- ❑ Tour fatigue, particularly towards the end of the working week
- ❑ Lack of financial qualification subsequently incorrect or inappropriate financial information is often provided
- ❑ Some are “overselling” and fatiguing the customer with information - Very limited
- ❑ Customer is left to make contact with someone else in the organisation to obtain financial information

Underlying Themes

- ❑ Lack of engagement at the end of the tour. “Feel free to call me if we can be of further assistance” or similar is used regularly
- ❑ Inconsistent (almost non-existent) follow up
- ❑ No Clear “call to action” at the end of the tour
- ❑ No end of tour “Hook” offering a meal, another tour, respite, assistance with paperwork etc.
- ❑ Staff appear uncomfortable when questioned about the Additional Services or Refurbishment fee & are consistently unable to handle objections or validate customer concerns

Times are Changing

- ❑ Sector is slowly leaning towards employing those with sales experience & limited aged care knowledge (can train attitude)
- ❑ Most organisations are not using any form of “sales techniques”
- ❑ Very few organisations are standing out as clear leaders from a new customer perspective
- ❑ 1300 one-stop-shops are becoming more common

What does this information tell you?

**Get your new customer procedure in place and
it's very easy to**

SHINE

Industry Challenges

- ❑ Additional Service – slow but progressive industry uptake
- ❑ Significant take up of Refurbishment Fees (or similar)
- ❑ Supported System still confusing
- ❑ Lack of clarity for consumers around the costs involved
- ❑ Double rooms with shared bathrooms are harder to sell
- ❑ Discounting is still continuing

What can you do now?

- Work with staff (together) to rebuild your tour process including how to highlight the key features & benefits of your organisation
- Discuss with staff how to overcome objections
- Have a practised end of tour script - something other than “thank you”
- Create an end of tour Hook for those that you want to proceed to the next stage
- Have a difficult to close script for customers that have barriers to your offer
- Have a clear and practised follow up procedure

My Gift To You

Provide me with your business card or complete your details on the “Contact Form” and I will email you some free Information Templates

- Fees and Charges Letter
- What is a Supported Resident
- Why must I complete an Asset Assessment
- How can I afford the facility of my choice
- Meeting confirmation
- Post tour Thank You

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