

EP. 56 Retention Pop Quiz

This pop quiz tests your knowledge in customer service, retention, and referrals. Patients will continue to come back to your office and you will have less cancellations if they have a great experience.

What percentage of consumers don't complain?

- a) 10%
- b) 24%
- c) 77%
- d) 96%

Studies show that 96% of unhappy customers don't complain, but that most of them just don't come back. Have you had patients to stop coming to your office, but don't know why not?

How many positive experiences does it take to make up for one unresolved negative experience?

- a) Two
- b) Seven
- c) Twelve
- d) Fifteen

Twelve. What are you doing to make sure you get it right the first time, and do you have a "constant improvement" culture in your practice so that you are standing out among the other choices patients have?

Patients remember _% of what happened, but _% of how they felt.

- a) 100% and 50%
- b) 6% and 100%
- c) 50% and 50%
- d) 25% and 75%

6% and 100%. How are you making your patients feel?

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How much more does it cost to acquire a new customer than to retain one?

- a) About the same
- b) 6 times more
- c) 10 times more
- d) 50 times more

It costs about 6 times more to acquire new customers. Marketing is not cheap, so what are you doing in your office to retain your patients? This takes work—you can't just hope people will come back time and again. It is said that if you just retain 5% of your customers, you will still see profits of nearly 100%.

What percentage of your patients should be generated from direct referrals?

- a) 10%
- b) 25%
- c) 50%
- d) 90%

At least 50%. Referred patients already have a connection (through the "refer-er") to you that others may not. Is everyone in your practice making sure to ask new patients and existing ones?

According to industry standards, what is the average percentage of openings often seen in most offices due to cancellations or no-shows?

- a) 10%
- b) 15%
- c) 25%
- d) 50%

About 15%. Just because it is what happens commonly in offices, does not mean it should be happening in yours. You don't want to be part of this club. Your goal should be less than 5%-- are you tracking this number or even aware of what it is? This is a number that is good to know based on facts, not just feelings. It may feel like you didn't have many openings last month, or it may feel like this is not a problem in your practice, but the only way to know is to keep an eye on it.

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According to the Global Satisfaction Report, price is not the main reason customers do not return, it is _____.

- a) The promise of a free toothbrush
- b) A complimentary insurance benefits check
- c) Overall customer service
- d) An overwhelming desire to be harassed about flossing.

Overall customer service. Okay, that's probably an easy one, but this means that in spite of your prices or insurance acceptance, you can keep patients coming to your practice thanks to outstanding customer service. (This is why patients that you might lose to other practices in town will probably come back.)

For every month you don't communicate with your patients, value decreases by:

- a) 10%
- b) 29%
- c) 47%
- d) none of the above

10%-- so if you only contact your patients when you send out a reminder card the month before their 6-month appointment, value has decreased by 50%. The best way to ensure a patient comes back is to create value while in your practice, but also staying at the forefront of their minds in the interim in various ways will help them to remember why they have chosen your practice.

Take this pop quiz with your team!