



Mystery Shop/Practice Profile Form

Please fax to 941-827-2926

Attention: Mystery Shop

Refractive.com has permission to perform a Mystery Shop to our practice.

The Mystery Shop is an objective view of your business through the eyes of the customer. A Mystery Shopper from our service provider, OptiCall, calls your practice anonymously, posing as a prospective patient, to experience and evaluate the level of customer service provided. The Mystery Shop provides management with a detailed assessment of employee performance and the variables that affect your customer's experience and likelihood to book a refractive consultation.

This will be done over 10-12 business days and OptiCall will formally present audio files and documented feedback to the Refractive Business Advisor from Refractive.com. A review of the data will then be scheduled with the appropriate decision makers and other parties that may impact the practice effectiveness.

The following information will be collected and evaluated:

1. Greeting by the front desk
2. Average wait time to reach a refractive counselor
3. Knowledge of refractive counselor for refractive procedure
4. Knowledge of refractive counselor on technologies offered
5. Knowledge of refractive counselor on doctor's experience
6. # of calls that go into voicemail
7. Does the counselor attempt to schedule lasik evaluation
8. Does the counselor collect information on the caller for follow-up

All information will be kept private and confidential.

Name of Practice

Contact Person

Contact Email

Contact Phone Number

Practice Telephone Number(s)

Website Address

Surgeon or Owner Email

Physician(s) performing Lasik

Physician (s) performing IOL's

of counselors answering phones

of Lasik Eyes per Month (Average)

of Refractive IOL's per month (Average)

Refractive Platform (s)

www.refractive.com

A CD copy of audio files are available for an additional charge



MARKETING INFORMATION

Monthly Marketing Budget	Month: \$ _____	Year: \$ _____
Existing Marketing Information (Be specific please)	Radio: _____	
	TV: _____	
	Print: _____	
	Internet: _____	
	Other: _____	
Current conversion rate from call to consult (Industry standard is <50%)	_____	
Current conversion rate from consult to Sx (Industry standard is <60%)	_____	
Current No Show Rate (Industry standard is 25-30%)	_____	
Do You Currently ask for Referral Source?	YES	NO

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This Mystery Shop is complimentary as a part of our Ambassador Program and will consist of five calls to the practice.
By authorizing this Mystery Shop the practice agrees to review the results in conjunction with services offered by
OptiCall, Inc.
Please fax to 941-827-2926 Attention: Mystery Shop

Should this service be provided by an authorized referring manufacturer please provide the name of the Manufacturer and Sales Representative

Manufacturer Name	
Sales Representative Name & Phone Number	