

January 14, 2009

Ben Bradshaw wants to see his GP

BB (ringing): Yes, I'd like to make an appointment with my GP please?

Receptionist: Good morning, Mr B, my name is Chardonnay, I will be your customer service agent today. How may I help you?

BB: Yes, I'd like to book an appointment with Dr A. I looked him up on the new GPAdvisor site and he's got really good ratings and comments.

Receptionist: Thank you Mr B. As you've mentioned GPAdvisor today, we can offer some exclusive enhancements to your appointment. Would that be a smoking or non-smoking appointment with Dr A?

BB: Er, non-smoking, thanks.

Receptionist: Thank you, Mr B. What sort of appointment would you like with Dr A?

BB: What?

Receptionist: Well with Dr A, there's the standard 10 minute appointment, but for GPAdvisor customers like yourself Mr B, we can offer a double 20 minute appointment and an antibiotic prescription at no extra charge. Sick notes are also available on certain days – please check our website for details.

BB: Actually, I've changed my mind with Dr A, who else can I see?

Receptionist: Well, you have many choices here. We offer a standard Dr C package. Dr C is good with old people and likes fine wine, or we have a weekly Dr D package. Dr D specialises in child health care and women's problems. Then there's our Dr E package. Unfortunately Dr E scored below average on this year's personality rating scores, but he is excellent on minor operations. Then there's our strictly limited part-time Dr F package...

BB: No, no, just give me an appointment please.

Receptionist: Very well, Mr B, I can book you in next Tuesday with Dr C, on an economy appointment.

BB: Look, haven't you got anything sooner?

Receptionist: Now, let me see, yes, the computer says there is a first class appointment tomorrow with Dr D.

BB: What's one of those?

Receptionist: Well, your first class appointment includes a free text message to remind you of your appointment. On arrival in our luxurious Waiting Lounge, two hours before your appointment, you will be greeted by one of our Waiting Lounge Attendants, who will offer you a free newspaper, a choice of hot beverage and an item from our warm continental breakfast selection. You will also get significantly more leg room in the waiting area, a padded neck pillow for your plastic chair and receive regular updates of the waiting time to see your chosen doctor over our tannoy. We will also provide you will our exclusive glossy magazine for first class customers, *Première Wait*, to enjoy whilst relaxing in our Waiting Lounge.

BB: That sounds really good. Yes, book that for me please.

Receptionist: Before I book this for you, can I offer you our appointment insurance?

BB: No thanks.

Receptionist: Thank you Mr B. Can I please take your credit card number now?

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Receptionist: Mr B, thank you for your credit card details there. Before I book your appointment, I need to make you aware of our terms and conditions. Your credit card will be debited for the full amount of the appointment cost. Cancellation fees are payable if you cancel your appointment less than two days before your appointment. Defaulting fees are payable if you do not turn up for your appointment at the allotted time. You may miss your appointment if you do not arrive in our Waiting Lounge within one hour of your appointment. Appointment insurance is strongly recommended for your appointment, but I can confirm that you have not purchased this important cover at this time. Full details of our terms and conditions are available on our website.

BB: Right, thanks for that.

Receptionist: Before you go, Mr B, can I ask you to stay on the phone to answer our important customer experience survey?

BB: Yes, I think I might, I'm sure my feedback will help to increase competition and raise standards.

Receptionist: Thank you Mr B for booking with us today. My name is Chardonnay and it's been a pleasure assisting you today. I hope you enjoy your appointment. Have a nice day!