



Customer Service
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Learning Outcomes:

- How to act as an ambassador for Sidra
- The key skills of dealing face-to-face with customers to create positive experiences
- How to provide guest centered service
- How to use complaints as an opportunity to excel
- How follow-up can be used to create lasting impressions



Housekeeping

Important
Information

- ✧ Mobile Phones
- ✧ Restrooms
- ✧ Breaks
- ✧ Prayer Rooms
- ✧ Timekeeping
- ✧ Emergency Actions
- ✧ Resources



SHARE

- ✧ S.... say something
- ✧ H... hear each others points of view
- ✧ A...ask lots of questions!
- ✧ R...respect each other as fellow learners
- ✧ E... enjoy yourself!



By the end of this session participants will be able to:

- Recognize the importance of understanding the needs of customers in the delivery of exceptional service
- Identify ways from first contact to final follow-through that they can provide exceptional service
- Discuss strategies to manage difficult situations



Agenda

1. What is Customer Service?
2. Guest Centered Services
3. Communication and listening
4. Lasting Impressions
5. Uncomfortable Situations
6. Summary and wrap up



What is Customer Service?



Customer Service Foundations

- ❖ Customer Service foundations must be firmly based from the organizational culture.
- ❖ Mission, Values and Vision
 - ❖ What are the key words/phrases in the Sidra Mission that emphasis customer Service?

Provide patients with world-class healthcare services

Provide a diversity and quality of care

Patient-focused

Customer Service Foundations

- ❖ Customer Service foundations must be firmly based from the organizational culture.
- ❖ Mission, Values and Vision
 - ❖ What are the key words in the Sidra Values that emphasis customer Service?

Create profound change in patient care

Excellence in everything we do.

Quality patient care

Customer Service Foundations

- ❖ Customer Service foundations must be firmly based from the organizational culture.
- ❖ Mission, Values and Vision
 - ❖ What are the key words in the Sidra Vision that emphasis customer Service?



Exceptional
care

Customer Service Foundations

- ❖ Customer Service foundations must be firmly based from the organizational culture.
- ❖ Policies, Procedures and Standards
 - ❖ Read and understand Sidra's policies and procedures on customer service
- ❖ Also other related policies, procedures and standards
 - ❖ Appearance policy
 - ❖ Communication policy
 - ❖ Harassment policy.....
- ❖ Supportive Organizational Structure



What is Customer Service?

- ❖ “Customer service” is the provision of service to customers before, during and after a visit or interaction with staff
- ❖ Customer service is a series of activities designed to enhance the level of customer satisfaction – that is, the feeling that a service has met the customer expectation



What is Customer Service?



- ✿ A set of interactions that consistently exceeds the needs and expectations of a customer



What is Customer Experience?



- ✿ “Customer experience” is defined as the sum of all experiences a customer has with a service, over the duration of their relationship



What is the difference between Service & Experience

Customer Service	Customer Experience
Series of activities	Overall perception
What the organisation does	What the customer thinks
One or more events	A feeling
Transactional and quantifiable	Subjective and experiential



Why Healthcare Customer Service is Different?



- ❖ Hospital “customers” are very different than those in any other industry for one important reason—they don’t want to be there
- ❖ The experience is scary, confusing, and they often feel as though no one understands them.



Why Healthcare Customer Service is Different?

- ✧ Yet often these same customers are made to feel that because healthcare is a necessity rather than a luxury; they aren't entitled to a superior customer experience. And this is probably the biggest mistake our industry makes.
- ✧ The focus on the customer/patient should be the most important thing in healthcare



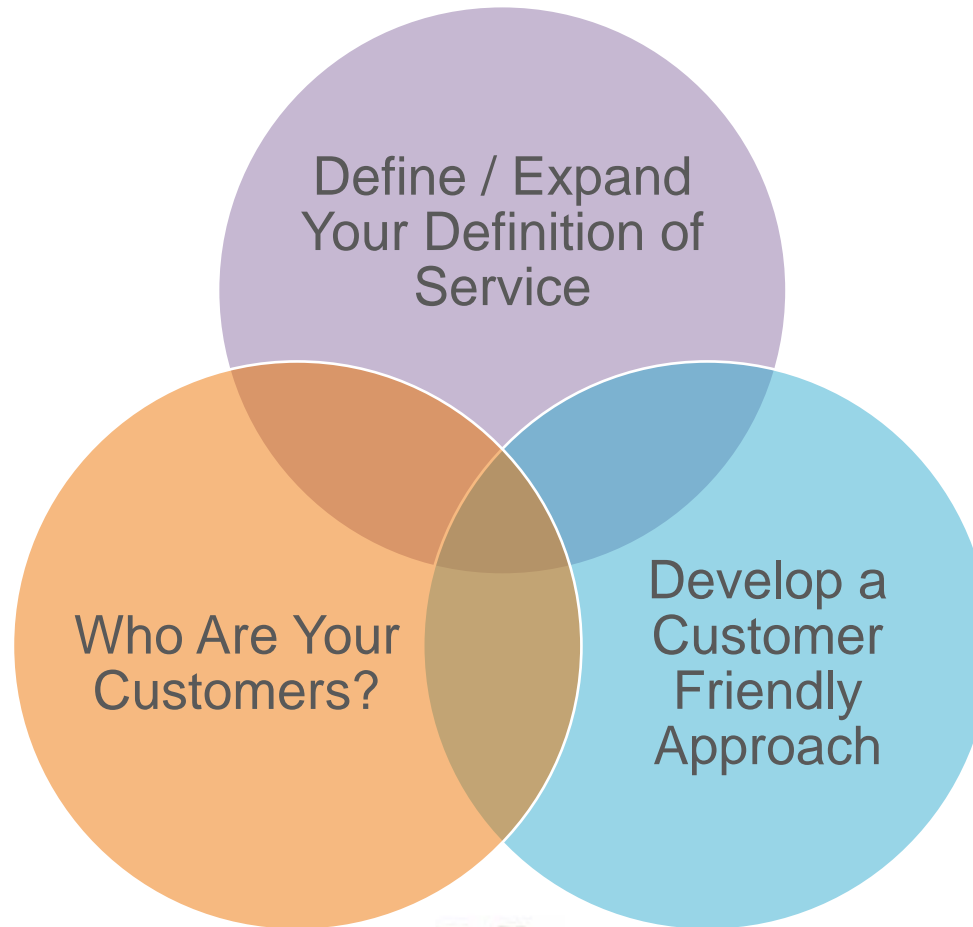
Why Healthcare Customer Service is Different?



- ❖ But for many hospitals, customer experience is about making and keeping people happy, which misses the point completely because customer experience is also about a hospital's philosophy about the delivery of care.
- ❖ Many staff spend hours improving their medical knowledge, corporate knowledge or IT skills, without thinking about improving their approach to patient care.



Three Key Elements of Customer Service



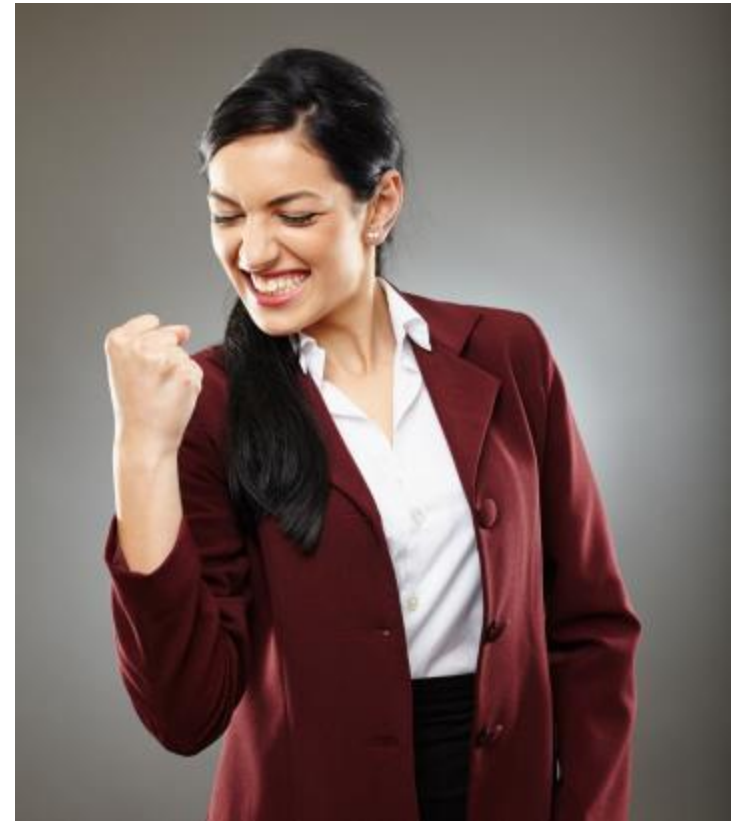
Define / Expand Your Definition of Service

- ❖ Limited definitions of service based on an exchange of service misses the overall point of customer service.
- ❖ “Service” should provide the customer with more than a product or action taken on his/her behalf.
- ❖ It should provide satisfaction.



Define / Expand Your Definition of Service

- ❖ In essence, the customer should walk away pleased at the result of the transaction – not just content but actually happy.
- ❖ A happy customer will continue speak positively of their experience to others and promote confidence



Who Are Your Customers

- ✧ Brainstorming Activity
 - ✧ Who are your customers in Sidra?
- ✧ Internal/external customers
- ✧ Customers are people who need your assistance. They are not an interruption to your job, they are the reason you have a job.



Who Are Your Customers?

- ❖ Customers want quality service, and to feel satisfied they have received a service and received what they came to get.
- ❖ They also want someone to take care of them.
- ❖ They need someone to understand their needs and help answer them.
- ❖ They need someone to hold their hands and walk them through a process
- ❖ That the customer will be heard and his/her problems will not go unanswered or ignored.



Who Are Your Customers?

- ✿ Customer service starts with the ability to listen to the customer and find out through polite questioning what he/she needs or wants.



Develop a Customer-Friendly Approach

- ❁ One commonality among all companies or organizations that provide good service is the development of a system and attitude promoting customer friendly service.
- ❁ By “customer friendly” we mean viewing the customer as the most important part of your job. The cliché, “The customer is always right” is derived from this customer friendly environment.
- ❁ Two critical qualities to the “Customer Friendly Approach”:
 - ❁ Communications
 - ❁ Relationships

Professional Qualities in Customer Service

While there are a multitude of customer needs, five basic needs stand out:

- ✿ **Friendliness** – the most basic and associated with courtesy and politeness.
- ✿ **Empathy** – the customer needs to know that the service provider appreciates their wants and circumstances.
- ✿ **Fairness** – the customer wants to feel they receive adequate attention and reasonable answers.
- ✿ **Control** – the customer wants to feel his/her wants and input has influence on the outcome.
- ✿ **Information** – customers want to know information that impacts them



Guest Centered Services



Service Attitude

Your attitude permeates absolutely everything you do. You own your attitude and it establishes and reflects your professionalism, caring, focus, and passion to deliver excellent customer service. This is demonstrated every day and with each customer contact.



— Mo Hardy



Service Attitude

- ✧ You can't choose someone else's attitude but you can choose yours!
- ✧ What does your attitude say?



Learning from Disney



Disney's Service Success Factors

Disney's success can be summed up as follows:

- ✿ Legendary attention to detail
- ✿ Exceed people's expectations
- ✿ Theme, theme, theme
- ✿ Be guest-centered





Translating it to Sidra

- ❁ Legendary attention to detail
- ❁ Exceed people's expectations
- ❁ Theme, theme, theme
- ❁ Be guest-centered
 - ❁ Make me feel special
 - ❁ Treat me as an individual
 - ❁ Respect me and my children
 - ❁ Be knowledgeable



Be (or Don't Be) Like the Seven Dwarves



Be (or Don't Be) Like the Seven Dwarves

✿ Be **Happy**...make eye contact and smile!



HAPPY

✿ Be like **Sneezy**...greet and welcome each and every guest. Spread the spirit of Hospitality...It's contagious!



SNEEZY

✿ Don't be **Bashful**...seek out Guest contact!



BASHFUL

Be (or Don't Be) Like the Seven Dwarves

✿ Be like **Doc**...provide immediate Service recovery!



DOC

✿ Don't be **Grumpy**...always display appropriate body language at all times!



GRUMPY

Be (or Don't Be) Like the Seven Dwarves

✿ Be like **Sleepy**...create DREAMS and preserve the “MAGICAL” Guest experience!



✿ Don't be **Dopey**...thank each and every Guest!



Communication and Listening

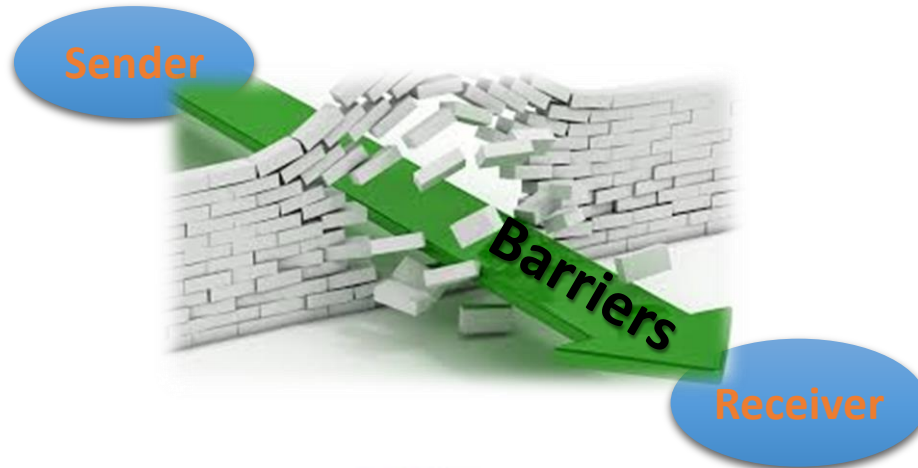
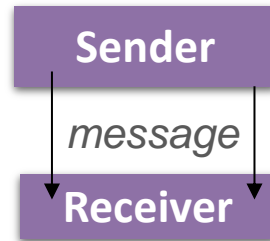


Communication is a Two Way Process

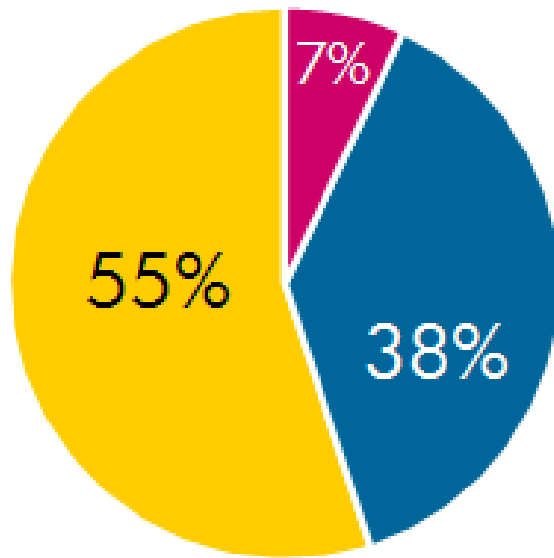
✧ Communication skills involve:

✧ Asserting/ Expressing

✧ Listening to others



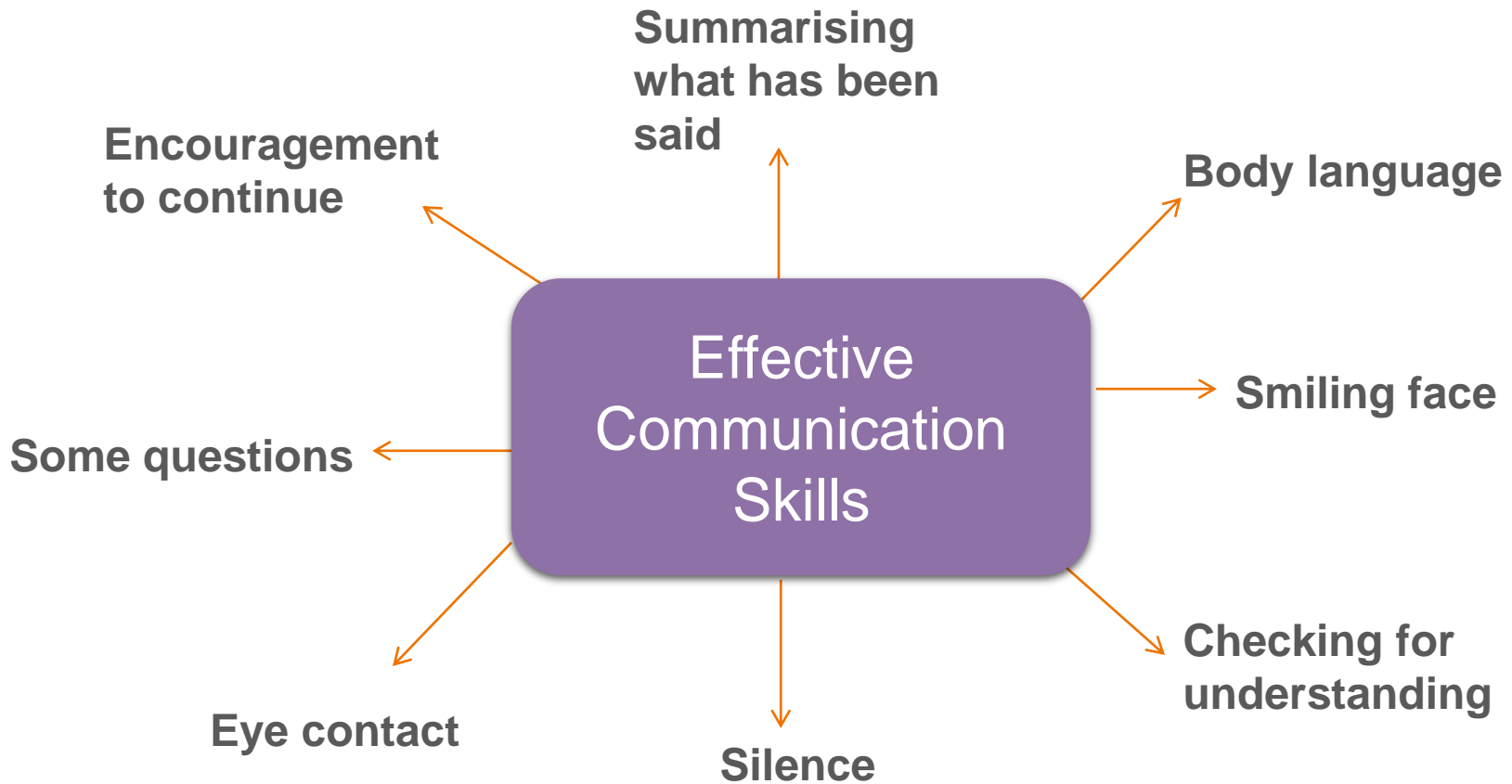
The Communication Equation



Elements of Personal Communication

- 7% spoken words
- 38% voice, tone
- 55% body language

Effective Communication Skills



Barriers to Effective Communication



Active Listening

Active listening = Attending skills (being ready)

- ✧ Attend to immediate needs
 - ✧ If you need to finish something before giving your full attention – inform them
- ✧ Being available
- ✧ Eye contact
- ✧ Attentive posture
- ✧ Concentration



Questioning Skills

- ✧ Open Questions
- ✧ Closed Questions
- ✧ Paraphrasing
- ✧ Check for Understanding



Reflective Skills

Keeps the door open for further communication

- ✿ Reflecting Content
- ✿ Reflecting Feelings
- ✿ Reflecting Silence
- ✿ Summarizing
- ✿ Useful Phrases/Responses



Body Language

Brainstorm some examples of good body language

- ✧ Smile
- ✧ Introduce yourself (if appropriate) or wear a name badge
- ✧ Shake hands if appropriate
- ✧ Lean forward
- ✧ Be aware of cultural differences
- ✧ Eye contact
- ✧ See if they're mirroring you
- ✧ Check their arms – open arms v folded arms



Summarizing

- ✿ A summary is a concise overview of the most important points from a communication
- ✿ When listening, look for the main ideas being conveyed.
- ✿ Look for any one major point that comes from the communication. What is the person trying to accomplish in the communication?



Summarizing

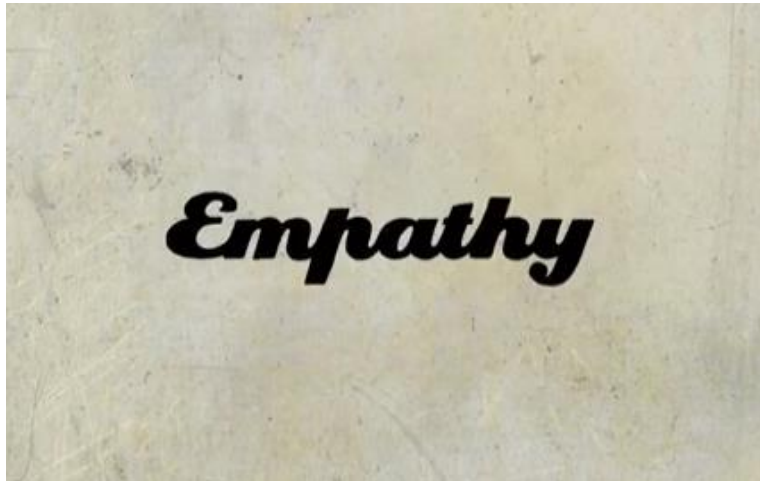
- ✧ The summary should always be shorter than the original communication. 3 to 4 sentences
- ✧ Do not introduce any new main points into the summary

KISS:

“KEEP IT SHORT & SIMPLE”



What Not to Say!



- ❖ It is a safe bet that you would want other people to try to understand what you are going through. That is the core of empathy.
- ❖ The dictionary defines empathy as "The action of understanding, being aware of, being sensitive to, and vicariously experiencing the feelings, thoughts, and experiences of another."

What Not to Say!

❁ "Don't get so upset. It's no big deal."

"You think you have it bad. Look what happened to Bob last week."

"Pull yourself together!"

❁ I know how you feel

❁ You have to keep on going for your children's sake

❁ This happens for the best

❁ The living must go on

❁ We will see you back here soon and you will be happier



What Might Be Better To Say...

- ✧ Sounds like you are...
 - I imagine that must be...
 - I can understand that must make you feel...
- ✧ I am sad for you
- ✧ How are you doing with all this
- ✧ This must be hard for you
- ✧ What can I do for you
- ✧ I am sorry
- ✧ I'm here and I want to listen
- ✧ And sometimes silence is the best communication tool



Lasting Impressions



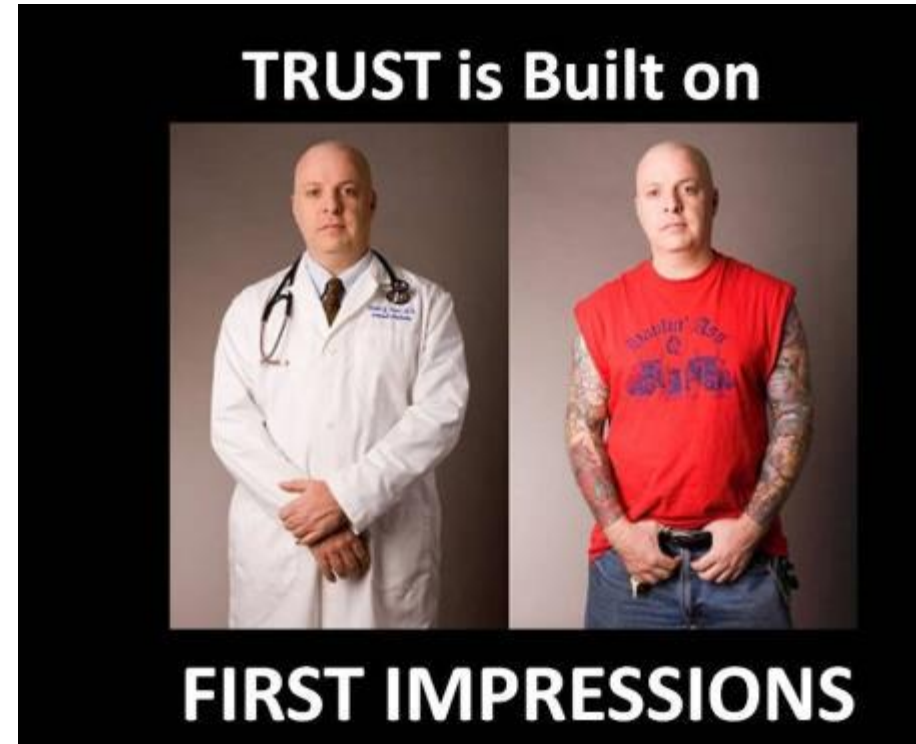
Lasting Impressions

- ✿ Two parts to lasting impressions
 - ✿ First impressions
 - ✿ Last impressions



First Impressions

- ✧ Impressions are the key to developing trust and confidence in the customer.
- ✧ As the old saying goes, “You will never get a second chance to make a first impression.” This is why the first impression is extremely important and can set the tone for all future interactions.



Greeting Customers

- ❁ The purpose is to create and maintain a welcoming environment - how can we achieve this?
- ❁ Be attentive, acknowledge a person as soon as they appear, even if you're busy
- ❁ SMILE!
- ❁ Establish eye contact
- ❁ Tell them your name
- ❁ Ask how you can help
- ❁ Give the customer your full attention
- ❁ Be polite and courteous



Establishing Rapport

- ✿ What does good rapport feel like?
- ✿ Practice greeting someone
- ✿ Make the customer feel comfortable
- ✿ Make the customer feel important and valued
- ✿ Use empathy



Factors Leading to Positive First Impressions

- ✧ Thoughtfulness in meeting the customer's needs
- ✧ Personal responsibility for a customer
- ✧ Quick problem solving for customer
- ✧ Offering immediate assistance
- ✧ Friendliness
- ✧ Using customer's name in a conversation
- ✧ Pleasant voice tone
- ✧ Polite and courteous manners
- ✧ Neatness
- ✧ A genuine smile

Factors Leading to Negative First Impressions

- ✿ Making the customer wait
- ✿ Not answering the phone promptly
- ✿ Not saying “please” and/or “thank you”
- ✿ Speaking loudly or condescendingly to customers or colleagues
- ✿ Making faces, frowning, acting distant, not smiling
- ✿ Looking disheveled or like you do not care about your appearance
- ✿ A poor handshake
- ✿ Focusing on another task while addressing or servicing a customer.

Leaving a Lasting Impression

- ✧ Good service requires good follow up
- ✧ Undertake immediately what was discussed
- ✧ Check the result to make sure the customer is completely satisfied
- ✧ Invite input on how service can be improved in the future



Leaving a Lasting Impression

We like companies that treat us well, and some people will even pay more to obtain this. Here are some recent statistics that prove the point:

- ✿ When people receive good service, on average, they tell 11 people
- ✿ When people receive poor service, on average, they tell up to 20 people
- ✿ If the service is really poor, 90 percent of customers won't come back



Leaving a Lasting Impression

It is extremely important to make sure that all customer service measures that were discussed or promised are in fact taken.

If nothing comes of the contact they will be even more frustrated and unhappy. Make sure you do whatever you have promised in a timely manner.



Handling Uncomfortable Situations



Dealing with Difficult Situations

- ✿ Label the behavior, not the customer
- ✿ Listen
- ✿ Don't get defensive
- ✿ Don't take it personally
- ✿ Find out what the customer wants
- ✿ Discuss alternatives
- ✿ Take responsibility for what you CAN do
- ✿ Agree on action

The Talkative Customer

- ✿ Ask closed questions
- ✿ Limit the time available for them to interrupt (don't have long pauses)
- ✿ Provide minimal response
- ✿ Smile and be pleasant, but don't encourage them
- ✿ Wind up – thank them for coming, walk them to the door but don't be rude or dismissive



The Angry Customer

- ✿ Listen carefully without interrupting so you understand the problem
- ✿ Empathize in a broad way
- ✿ Stay calm and remain polite
- ✿ Don't escalate the problem
- ✿ Don't take it personally, be defensive or blame others
- ✿ Propose an action plan and follow it
- ✿ Seek support if you are scared, if you can't agree on a solution or if the customer asks to see "whoever's in charge"



The Know-It-All Customer

- ✧ Acknowledge what they say
- ✧ Compliment them on their research
- ✧ Be generous with praise
- ✧ Don't put them in their place no matter how tempting
- ✧ Don't try to be smart – you can't win!
- ✧ Ask them questions and use them to improve your knowledge



The Indecisive Customer

- ✿ Find out what they really want
- ✿ Ask them for the options
- ✿ Reflect back to them what they've said
- ✿ Assume control gently and point out the best course of action from what they've told you they need
- ✿ Be logical
- ✿ Confirm a plan of action with them
- ✿ Maybe even put it in writing



The Suspicious Customer

- ✿ Find out what they really want
- ✿ Ask them for the options
- ✿ Reflect back to them what they've said
- ✿ Assume control gently and point out the best course of action from what they've told you they need
- ✿ Be logical
- ✿ Confirm a plan of action with them
- ✿ Maybe even put it in writing



Wrap Up



Objectives

Our objectives were to;

- ✿ Recognize the importance of understanding the needs of customers in the delivery of exceptional service
- ✿ Identify ways from first contact to final follow-through that they can provide exceptional service
- ✿ Discuss strategies to manage difficult situation

Wrap Up

In order to really meet and exceed the expectations of customers from diverse communities, it is important to learn and practice the basic principles of customer service:

- ✿ Be respectful, courteous and polite
- ✿ Make the customer feel welcome
- ✿ Give your undivided attention and time when interacting with customers
- ✿ Learn about the cultures in the communities you serve



Wrap Up

- ✿ Develop excellent communication skills with patients and families to bridge language and cultural barriers
- ✿ Keep your cool and practice stress management
- ✿ Appreciate the value of the customer's time
- ✿ Develop excellent communication skills with co-workers
- ✿ Be dependable/ credible
- ✿ Make the extra effort

Thank You!

