

# NHOH

# Customer Service

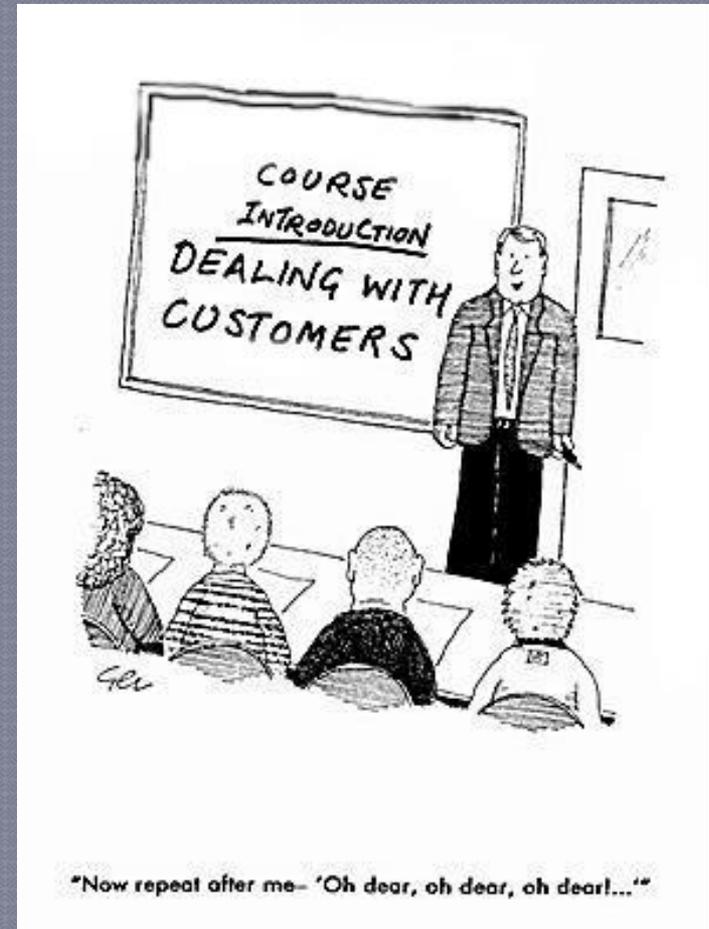


Customer Relations Coordinator –  
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# Customer Relations Program



- Purpose – To improve patient outcomes and to increase customer satisfaction.
- Policy – All staff members need to demonstrate courtesy and concern at all times. Customer complaints, issues and concerns will be addressed at the lowest level possible.



# Who are our customers?

- Patients/Clients
- Visitors/Family Members
- Coworkers (Teammates)
- Friends
- Ourselves



# What do customers want?

The top five answers in order of importance

- Quality of Care
- Pleasant/Caring Attitude
- Fast Service
- Cleanliness of Clinic
- Education and Training of Staff



# Customer Logic



**“Customer logic”** allows people to make connections between situations or events that result in an opinion being formed.

# Perception



- Perception leads to
- Opinion
- Becomes Fact to the Person

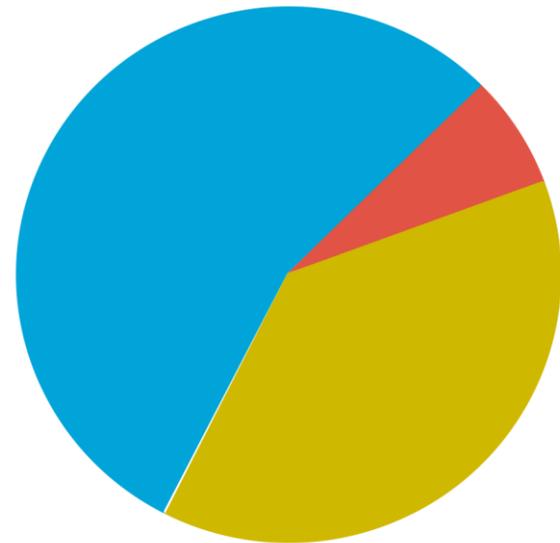


# Body Language



- Words 7%
- Tone of voice 38%
- Body language 55%

■ Words  
■ Tone of Voice  
■ Body Language



# Complaints



- The average person who has a complaint tells 9 to 10 people about it.
- Customers whose complaints have been resolved tell 5 to 6 people.

# Reasons customers complain



- Staff projected a “can’t-do” attitude
- Staff was rude to customer
- Customer felt indifference from staff
- Customer felt no one was listening



# Making a good first impression

- Look neat and well groomed
- Greet the patient immediately
- Acknowledge patient, visually and verbally
- Use appropriate body language
- Show concern for your customer's comfort
- Use a warm, pleasant tone of voice
- Provide clear and accurate information
- End the interaction on a warm note



# THE POWER OF WORDS



- “Please”
- “Thank you”
- “You’re welcome”
- “I’m sorry”
- “Using the person’s name and/or rank”



# Eliminate the five forbidden phrases

## Five Forbidden Phrases

- “I don’t know...”
- “We (I) can’t do that...”
- “That’s not my job...”
- “Hang on a second”
- “No”...at the start of a sentence

## Recommended Responses

- “That’s a good question! Let me find out...”
- “Here’s what we can do.”
- “I don’t normally handle that but I can try and help you, or find someone who can”
- “Are you able to hold/wait?”
- Begin your sentence without the word “No”.



# *The 9 Standards of CUSTOMER RELATIONS EXCELLENCE*



1. Treat everyone with courtesy, compassion, and respect.
2. Ensure the privacy, confidentiality, and dignity of others.
3. Be professional in appearance and behavior.
4. Ensure that workspaces and patient-care areas are neat, clean, safe, and quiet.
5. Be an effective communicator.
6. Take ownership of problems and be a problem solver.
7. Seek to understand and meet our customers' needs.
8. Be reliable and trustworthy.
9. Be a team player.