



# Customer Service



# What is Customer Service?

- **Actively listening to the needs and wants of the customer and addressing these individually to the satisfaction of the customer, not you the provider**

# What do our Customers want and need?

- Compassion – for their condition
- Patience – for their limitations
- Understanding – for their actions
- Guidance – for their poor decision making
- Education – for their recovery

# The Elements of Customer Service

- Customer expectations
  - Customer satisfaction is based on how well we meet *their* expectations – not ours.
- Customer service
  - Customer service is a reflection of the organization's behavior, as well as of each individual who works there.
- Customer satisfaction
  - Achieving customer satisfaction depends on knowing whether or not customers are satisfied – and doing something about it, if they are not.

# Who is our Customer?

- Resident
- Family
- Community
- Visitors

**Customers can be both:**

- Internal & External

## **How is a Nurse, C.N.A., Housekeeper, Maintenance or Dietary Aid involved in Customer Service?**

- **Each interacts with a customer or provides for the needs of the internal or external customer (s)**
  - **Resident – when they press a call light**
  - **Family – when they ask for assistance for their loved one**
  - **Community – when they call or visit us to ask a question**
  - **Visitors – when they come in to visit a resident, apply for a job, review the facility or volunteer in an activity**



**Everything We Do Is Customer Service**

# The Customer Service Approach

- There are many ways to approach good Customer Service. The best way is to always approach our Customers with one question in mind.





**“How can I help you?”**

# Customer Service Basics

- Appearance, first impressions and our behaviors toward customers indicate quality customer relations
- Understanding our customer – Internal and External
- Active listening and seeking to understand the customer
- Dealing with families in pain – Empathy
- Setting Goals, Rewards and Recognition of quality customer relations
- Respect Confidentiality issues, address the needs of our customers professionally
- Prompt follow-up on the solution and fulfill promise
- Teamwork brings joy to the workplace
- Take pride in your work; creates job satisfaction

# Creating a Positive Community Image through Customer Service

- The role of staff as providers of quality care and quality service matter
- Need to identify a facility's strengths and weaknesses in customer service performance
- Specific telephone and personal communication techniques to create a positive impression and reputation with customers; and
- Techniques for communicating quality through the appearance of the facility and the staff, and through the attitudes and actions of the staff.

“Welcoming attitude counts.”

# How do we provide Exceptional Quality Customer Service?

- Smile – physical
- Communicate
  - Ask
  - Find out expectation or even anticipate (know your residents)
- Polite – language: what we say and how we say it
- Courtesy
- Aware and Observe
- Patience with our Patients
- Listening

# How do we provide Exceptional Quality Customer Service?

- Understands that customer service comes down to individual behavior; so everyone matters, every time

# Why Talk About This?

- Satisfying our patients makes our work more satisfying.
- Satisfying our patients fosters the success of our organization, as well as our own success.
- Customer service is not an “*extra*” – it is an essential requirement for providing high quality health care – and for staying in business.



**What are the benefits of exceptional quality Customer Service?**



# What are the benefits of exceptional quality Customer Service?

**Customer is Happy**





# When the Customer is Happy then it is easier to . . .

- Resident – provide care to the resident
- Family – please the family because of the care of their loved one
- Community – have the community share stories of the quality of care, courtesy, and service
- Visitor – have the visitor leave with a positive lasting impression for future referrals



**THANK YOU FOR THE OUTSTANDING  
WORK YOU DO EACH DAY**