

CUSTOMER SERVICE EXCELLENCE
How will we get there?

It's A Shared Commitment

Clerical Physician

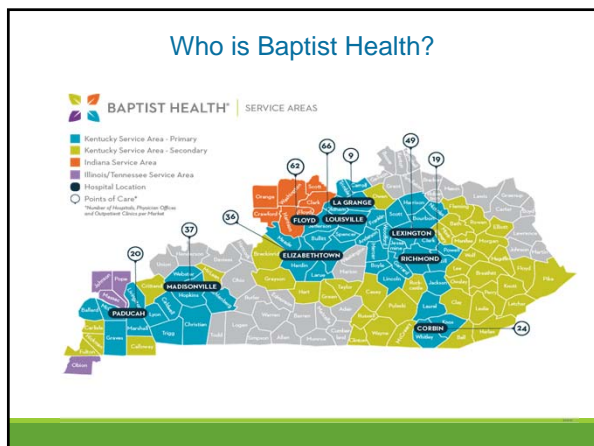
Administration Nursing



Volunteer

Learning Objectives

- ☆ HOW SERVICE EXCELLENCE CREATES LOYAL CUSTOMERS
- ☆ REVIEW CUSTOMER SERVICE STRATEGIES AND TECHNIQUES THAT LEAD TO EXCELLENT CUSTOMER SERVICE
- ☆ LEARN TIPS AND TECHNIQUES THAT IF UNDERSTOOD AND APPLIED, WILL CREATE LOYAL CUSTOMER WHO POSITIVELY DESCRIBE THEIR EXPERIENCE AT YOU



 **BAPTIST HEALTH**



Baptist Health Lexington

- A Community Hospital Established in 1954
- 391-Beds
- Recognized for its excellence in heart care and cancer care
- Groundbreaking research in Clinical Research Center
- Leader in maternity care, having delivered nearly 150,000 babies.

OUR MISSION

Baptist Health Lexington demonstrates the love of Christ by providing and coordinating care and improving health in our communities.

OUR CUSTOMERS – WHO ARE THEY?



- Patients
- Their family members
- Employees – Clinical and non-clinical
- Volunteers
- Contract personnel
- Vendors
- Delivery folks

Everyone we encounter in the hospital are our customers

Customer Service Excellence

How will we use customer service excellence to drive customer loyalty?

Why is Customer Service Excellence So Important?

- Patients have a choice of who they go to for their care
- Customer Service Excellence is a game changer
- Separates your hospital from the competition
- Can positively impact HCAPS survey scores
- Patients will keep choosing your hospital (i.e Customer Loyalty)

“Satisfied” Customers Tell 3 Friends,
“Angry” Customers tell 3,000
Friends ...





WHAT ARE HCAHPS?

Hospital Consumer Assessment of Healthcare Providers and Systems

- Purpose: Public Reporting
- Sponsored by CMS (Centers for Medicare and Medicaid Services)
- Created by AHRQ (Agency for Healthcare Research and Quality)

Results are **publicly** reported:
www.medicare.gov/hospitalcompare/

Why are HCAHPS so important?

A collage of healthcare-related images. It includes a doctor talking to a patient, a nurse with a patient, a person holding a pill, a doctor examining a patient, a person in a hospital bed, and a hand holding a yellow glove. At the bottom, there are five stars (three yellow, two white) and a circular button with the word "RECOMMEND" inside.

OUR MEDICARE
REIMBURSEMENTS WILL BE
IN JEOPARDY!



WE ARE ALL THE "FACE" of Our Hospital

F – First impressions matter!

A – Attitude is Everything!

C – Communication is Key!

E – Effectiveness is important!

F-irst Impressions Matter!

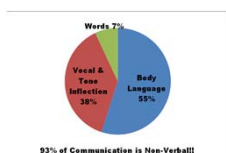
- F** Smile!!
- A** Make eye contact
- C** Keep an open, relaxed demeanor
- E** Stay interested!!

A-ttitude is Everything!

- F** Present a positive attitude
Be trustful
- A** Be helpful
Be credible
- C** Believe you can make a difference
- E**

C-ommunication is Key!

- F** Tune in
Focus
- A** Be Quiet and Listen
Think before you speak
- C** Speak clearly
- E**



E-ffectiveness is important!

F Know your departments well for ways to solve problems

A Find the best solution or

C Share with the customer that you may not know the answer however you do have the resources to tap to find out...

E

**VERBAL COMMUNICATION
WATCH WHAT YOU SAY!**

<u>What is said</u>	<u>How to say it better</u>
•What do you want?	•How may I help you?
•I don't know?	•I 'm not sure, but let me find out.
•Not my job	•I will find some one to help you.
	•Is there anything else I can do for you? I have the time

Key Words

Say "Please"	Not "Can't"
Say "Yes"	Not "Never"
Say "May I?"	Not "Can I?"
Say "Do"	Not "Don't" or "You have to" or "You need to"
Say "Will"	Not "Won't"
Say "My pleasure"	Not, "No"

Key Words...

Say their name if you know it	Not "Doll", "Honey", or Sugar"
Say "Would you like..."	Not "Well, we'll try"
Say "Thank you for your patience"	Not silence
Say "I am very sorry that you had to wait"	Not "Lots of people have to wait!"
Say "Thank you for waiting"	Not "They always keep people waiting"

KEY PHRASES AT KEY TIMES

- ★ I'm sorry, I'm unable to provide that service for you. However, I will find someone who can.
- ★ I'm sorry that we did not meet your expectations. How can I resolve this for you?
- ★ Is there anything I can do to make it better?
- ★ "Thank you for choosing our hospital. I hope you'll always recommend us to your family and friends..."

AND MORE KEY PHRASES AT KEY TIMES...

- ★ May I get the Manager/ Charge Nurse/Supervisor for you?
- ★ Thank you for bringing this to my attention.
- ★ Our goal is to provide you always with excellent service.

PATIENT SATISFACTION IS EVERYONE'S JOB!

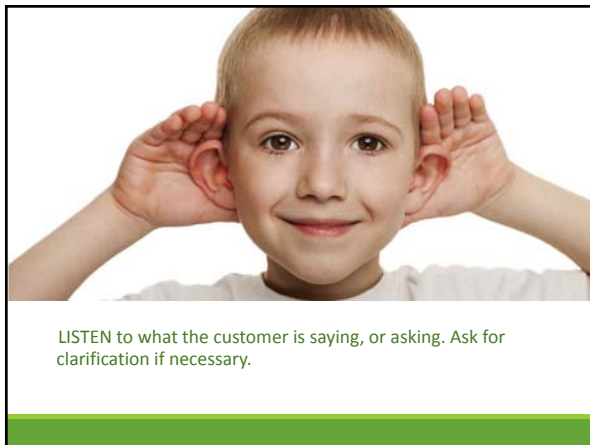
“Speak positively about the organization to members of the community and to patients.”

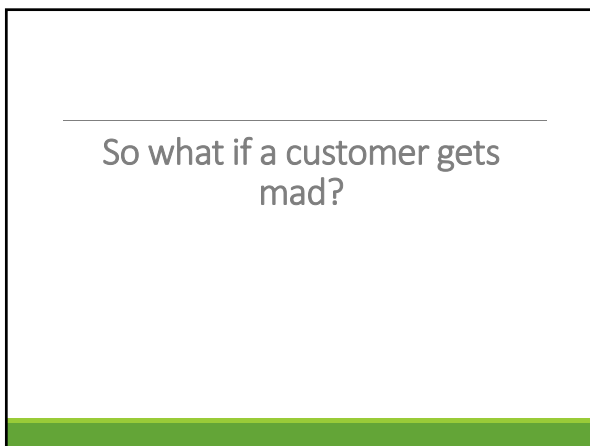
“Complaining or bad-mouthing the organization to members of the community and to patients is extremely destructive to the organization's image. The same goes for fellow co-workers and other departments.”

3 EASY TIPS TO REMEMBER FOR PROVIDING OUTSTANDING CUSTOMER SERVICE

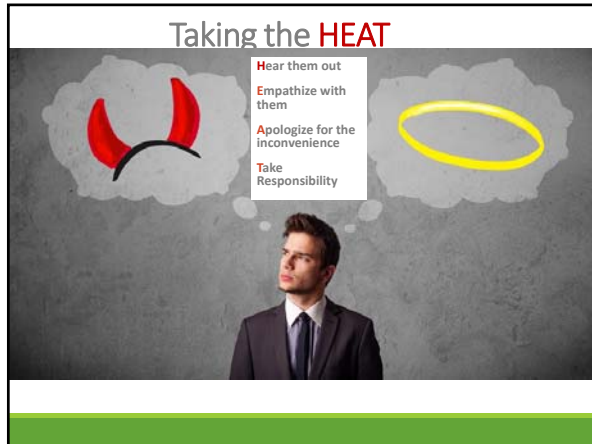






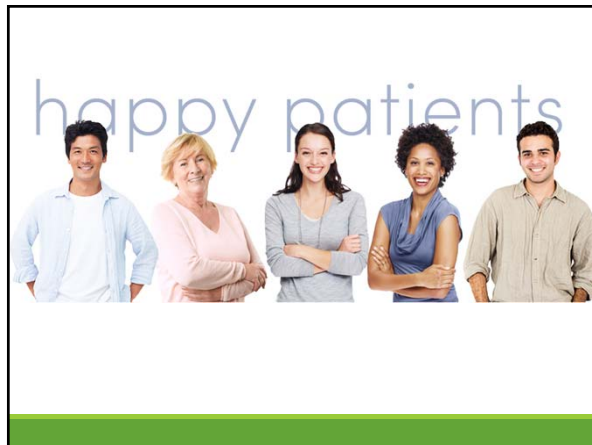


Taking the **HEAT**



- Hear them out
- Empathize with them
- Apologize for the inconvenience
- Take Responsibility

happy patients



Customer Service Excellence

How to incorporate service excellence with Volunteers into 3 areas to drive customer loyalty?

1. Greet



2. Emergency Department Communication



3. Discharge



LET'S BRAINSTORM!

What can we do that we are not doing already to make sure our service is outstanding every day?

Do we have any goals or "resolutions" for this year?
