

HPP Virtual Learning Series – Session #2

August 23, 2023

# Customer Service Refresher



# Webinar Logistics

Today's session  
will be recorded  
and sent to  
attendees

Please fill out the  
evaluation at the  
end of the session

Use the chat box  
for questions;  
please address all  
attendees

Raise your hand if  
you are having  
technical issues

# Poll: Great Customer Service

1. How important is it to you to offer great customer service?
  - Very important
  - Important
  - Low Importance
  - Not important at all
2. Thinking about the customer service in your practice/ clinic - would YOU recommend your practice for services to your friends and family?
  - Yes
  - No

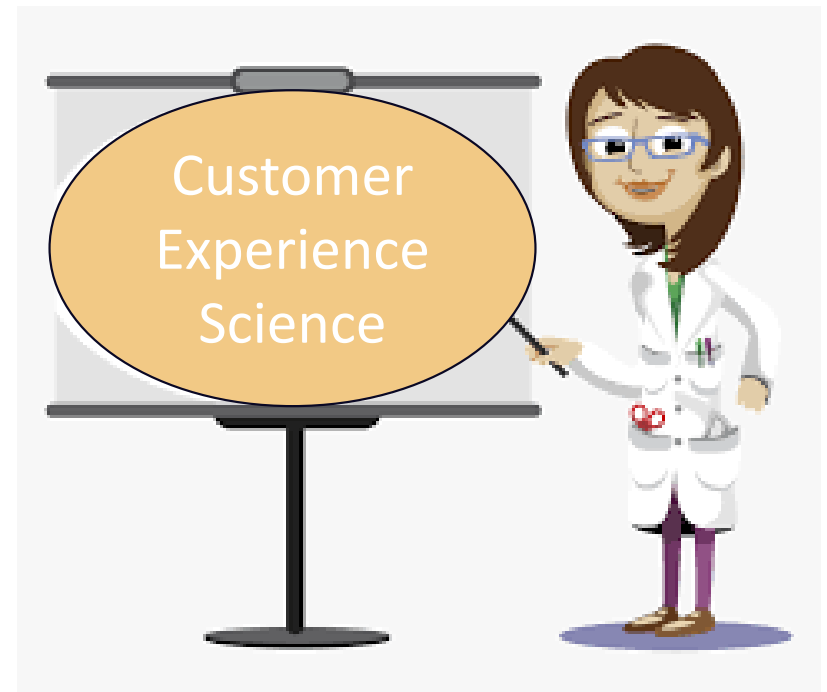
# Learning Objectives

- Define customer service
- Identify internal and external customers
- Plan your customer service improvement strategy
- Discuss best practices in customer service



# Customer Experience/Service

- Customer experience encompasses every aspect of a company's offering—the quality of customer care, but also advertising, packaging, product and service features, ease of use, and reliability.



# Customer Service – The Real Deal



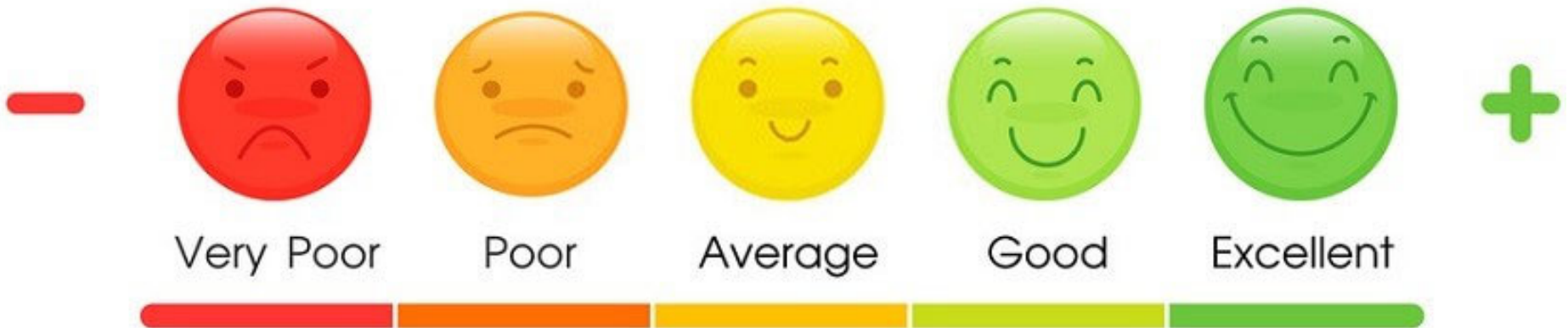
<https://christiantoday.com.au/news/the-soapbox-and-a-good-story.html>

- Patient experiences set the expectation of care
- Happy patients return – and refer others
- Follow-up and follow-through on patient feedback
- Poor service sheds light on deeper issues

<https://www.bizlibrary.com/blog/organizational-culture/customer-service-in-healthcare/>

# Building Excellence in Customer Service

## CUSTOMER SATISFACTION



<https://www.qualtrics.com/m/assets/wp-content/uploads/2022/06/Screen-Shot-2022-06-09-at-11.40.24-AM.png>



# Discussion

- What are the most remarkable customer service challenges at your practice/ organization? How have you overcome them?
- What practical steps can you take to improve the experience for patients and staff?



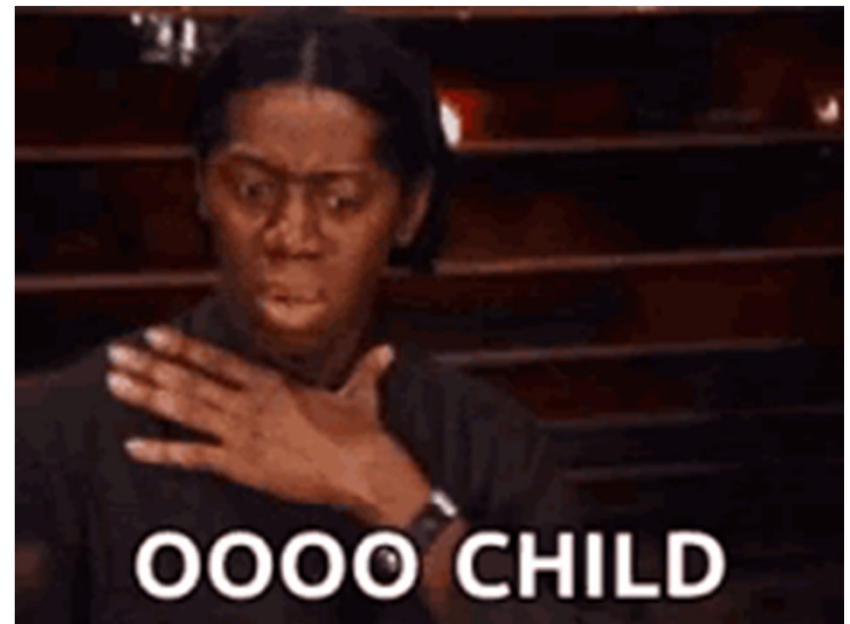
<https://www.kpsol.com/wp-content/uploads/2017/09/speech-marks-2.jpg>

# What Does the Customer Want?

- Restoring health when ill
- Timeliness
- Kindness
- Hope and Certainty
- Continuity, choice, and coordination
- Privacy
- Staff who speak their language
- No out-of-pocket cost
- The best medicine
- Medications
- To be listened to
- Feel valued
- To be respected
- Cultural competence

# Behaviors that Turn-off Customers

- Apathy- unconcerned/ indifferent
- Brush-off
- Snobbish
- Pretentiously kind- fake kindness
- Rule-Book
- Run Around
- Different Standards

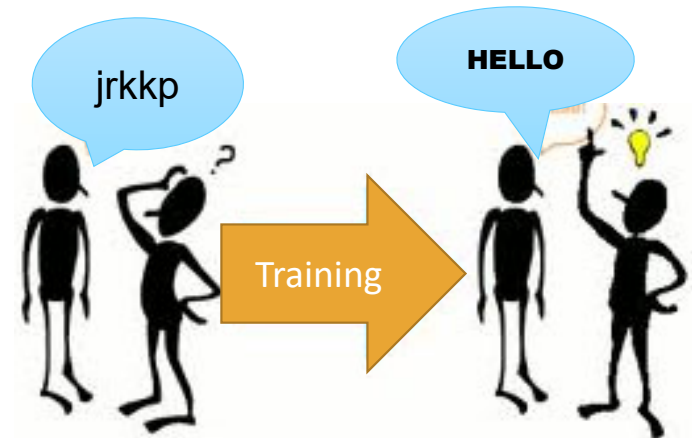


<https://www.google.com/url?sa=i&url=https%3A%2F%2Ftenor.com%2Fview%2Ffoo-o-child-taken-back-shocked-surprised-miss-jay-gif-14588359&psig=AOvVaw3tqMwWlGOqA6wrh10CScuZ&ust=1680230262235000&source=images&cd=vfe&ved=0CA4QjRxqFwoTCLi4ntTPgv4CFQAAAAAdAAAAABAD>

# Communication is Critical

Listening to your customer is a strategy

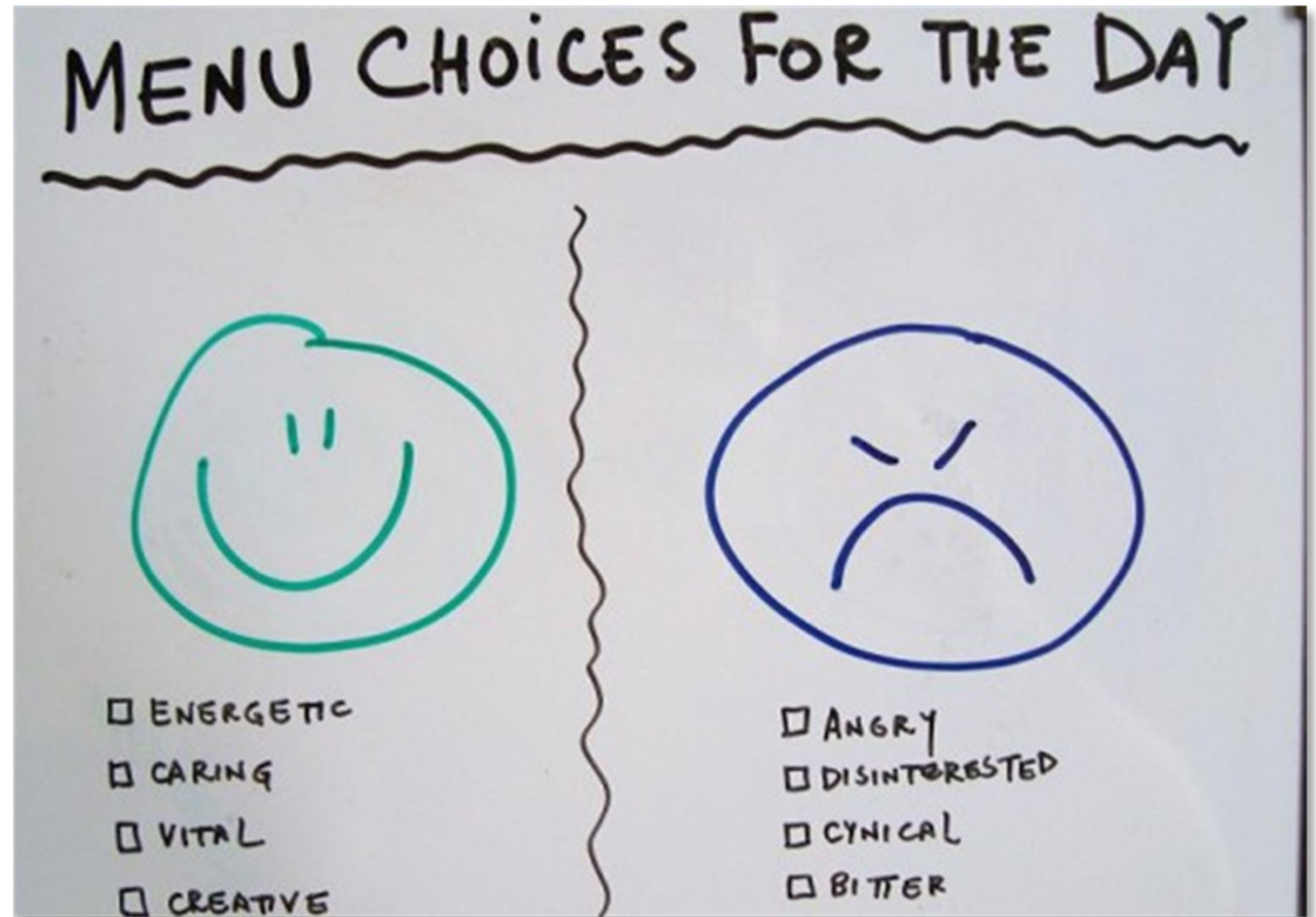
“A strong company will already have great customer relationships. **But a smart company always asks, “What is good customer service?”** Good customer service centers around carefully listening and attending to your customers’ needs and desires. If you are not constantly on the lookout for opportunities to improve your customer service, then your relationships will stagnate.”



# What is Attitude?

Things to leave at the front door:

- Negative attitude
- Frustrations
- Life problems



# Displaying Customer Service Attitude

- Project confidence
- Be positive
- Demonstrate enthusiasm
- Manage your cadence
- Taking ownership
- Being courteous

GR #WK IV#

Why don't you ever call before you come here?

He never takes his meds and keeps coming here for...

They said you don't have insurance "no more" so they can't give you an appointment. You have to see finance

She always do this nonsense and think we supposed to bend over backwards to help her

You come late every time we give you an appointment. You must pay a no-show fee

**DON'T SAY or THINK THAT**

Customer Service  
Improvement Techniques –  
Be Mindful Today

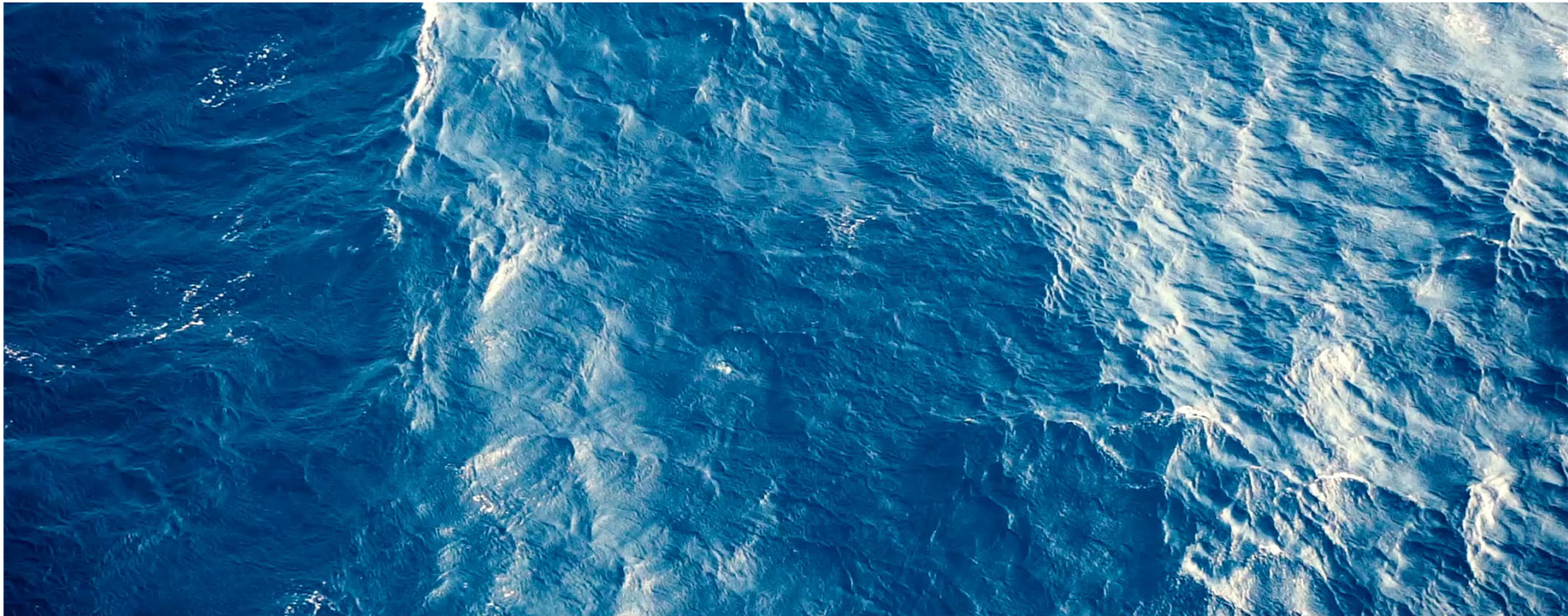


Mindfulness is the basic human ability to be fully present, aware of where we are and what we're doing, and not overly reactive or overwhelmed by what's happening around us.

<https://www.mindful.org/what-is-mindfulness/>



# “Do You First”- Meditate.



<https://www.mindful.org/how-to-meditate/>

# React vs. Respond

## Examples of Reacting

- Short-term consequences
- Putting out fires
- Quick answers
- Stressed
- It just doesn't feel right
- Jump right in
- Ready-fire-aim

## Examples of Responding

- Long-Term consequences
- Building relationships
- Right answers
- Much more relaxed
- The right feelings
- Ready-Aim-Fire

# Demonstrating Empathy vs. Sympathy

- **Empathy**

- Acknowledge a person's feelings and his/her/they're right to feel that way

- **Sympathy**

- Agreeing with those feelings

# Mindfulness - Establish a Positive Rapport



Greet the customer with a smile



Make eye contact



Watch your sound/tone of voice and body language



Have a sense of urgency



Personalize and adapt



Say "Thank You"



Follow-up  
(if necessary)

# Mindful - Effective Listening



Focus your full attention on the client

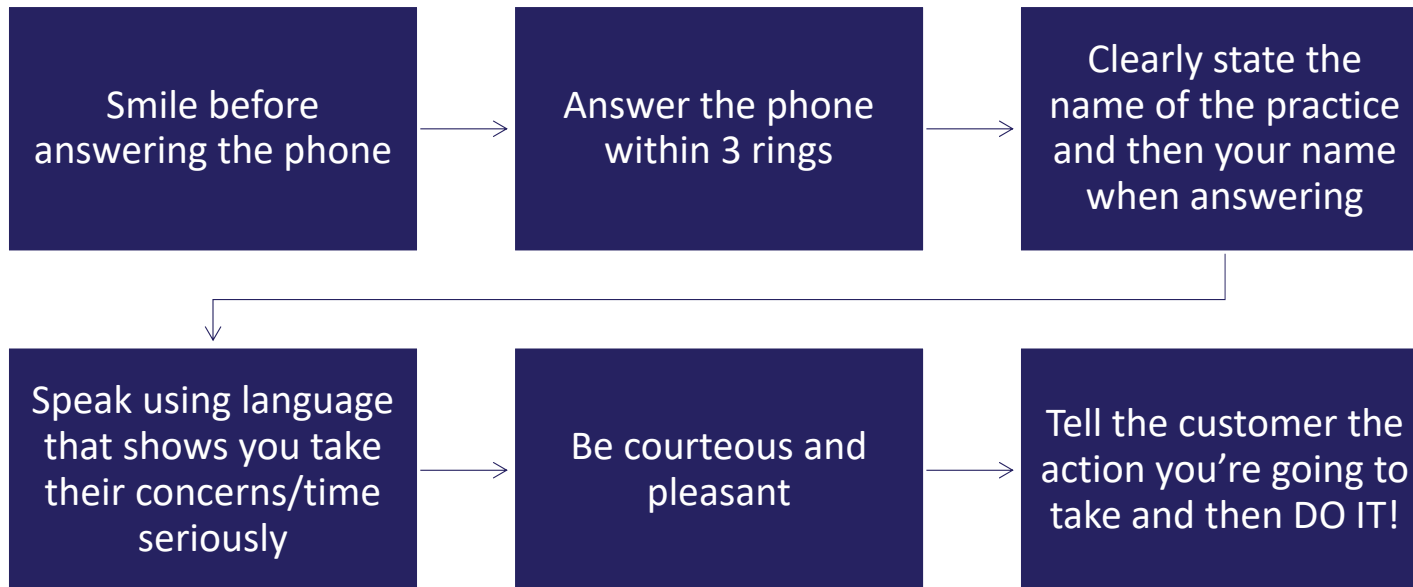


Hearing what is being said- **both** the content and **feelings**



Thinking about the meaning of what is being said

# Practice Effective Phone Techniques



<https://blog.hubspot.com/service/phone-etiquette>

# Use Effective Face-to-Face Communication Techniques

Focused attention

Eye contact

Body language

Check your physical appearance

Active listening

Respect cross-cultural preferences



# Conduct Drills to respond to Demanding Customers – Roll Play



- Do your self-talk
- Be cooperative, efficient, confident & assertive
- Don't be defensive, competitive
- Make the customer feel important
- Keep the customer informed

<https://vcc.live/blog/angry-customers-call-center/>



# Resources

# Additional Resources





## Choose Your Words Wisely

- Customer Service training link for staff

- [https://pcdc.zoom.us/rec/share/I2NRakwGPq9vwkPf3b7S7JOtWYB9kaHCmQykXuv8wHiFv3PGGEjV4z3kyHhozW1V.GK4om8gTJ3Y\\_SAwA](https://pcdc.zoom.us/rec/share/I2NRakwGPq9vwkPf3b7S7JOtWYB9kaHCmQykXuv8wHiFv3PGGEjV4z3kyHhozW1V.GK4om8gTJ3Y_SAwA)

- **Customer Service Training Debrief - Discussion Questions**

- What did you think of the training/recording?
  - What zone are you in today? Blue, green, yellow, or red?
  - Demonstrate words or phrases that make you feel happy.
  - Demonstrate words or phrases that say 'No' positively using a real-life scenario.
  - What real-life scenarios could you use some of the words/phrases included in the training?
  - How do you feel you can apply this in your personal life outside of work?

What Zone Are You In?			
Blue	Green	Yellow	Red
			
Sick Sad Tired Bored Moving Slowly	Happy Calm Feeling Okay Focused Ready to Learn	Frustrated Worried Silly/Wiggly Excited Loss of Some Control	Mad/Angry Mean Yelling/Hitting Disgusted Out of Control

Please complete your evaluation

**Close Out Activity:** <https://forms.office.com/r/MSVukV6KRy>

**Stay tuned for our 3<sup>rd</sup>  
virtual training on  
Health Literacy  
Oct. 17<sup>th</sup> at 12 pm**



**Registration Link:**

[https://pcdc.zoom.us/webinar/register/WN\\_t7cuS\\_ygTTCuVlbotyRK2g](https://pcdc.zoom.us/webinar/register/WN_t7cuS_ygTTCuVlbotyRK2g)