

FOURTEEN SERVICE BEHAVIORS EVERY PRACTICE NEEDS

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WHY?

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- Increased customer loyalty
- Increased trust between patient and ECP
- Increased sales
- Increased word of mouth referrals
- Improved reputation
- Positive working environment

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WHY CUSTOMERS LEFT... THE FORUM GROUP STUDY

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15% - better technical product	15% - cheaper product elsewhere
20% - "lack of contact and individual attention"	49% - personnel was "poor in quality"

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**#1 - SMILE**

- Maintain positive eye contact
- Acknowledge the presence of others

"I solemnly promise and declare that for every customer that comes within ten feet of me, I will smile, look them in the eye and greet them, so help me Sam."

-Employee Pledge, Wal-Mart Discount Stores

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**#2 - GREETINGS**

- Warm & sincere greeting to each and every customer
- Use the customer's name when possible
- Get to know your customers!

"Remember that a person's name is to that person the sweetest and most important sound in any language"  
Dale Carnegie

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**#3 - OFFER ASSISTANCE TO PATIENTS**

- Don't wait – act first
- What are some things you can do?
  - 1.
  - 2.
  - 3.
  - 4.
  - 5.

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**#4 - LISTEN**

- **Connect, Discover, Respond**
  - Listen through both verbal and non-verbal channels
  - Seek an understanding of the customers wants and desires
  - Take action on what you hear

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- What are some conversation starters you can use to connect with your customers?
- What are some ways you can discover what they want and need?
- How can you respond?

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**#4 - LISTEN**



**Use listener language**

If I understand correctly.....  
 What I'm hearing.....  
 Ask questions if you are unclear



**When customers complain don't be defensive**

Hear them out and show understanding

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### #5 – RESPOND QUICKLY

- Once you create a deadline, it becomes the yardstick by which your customer measures your success or failure
- Return phone calls promptly
- Keep the patient informed




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### #6 – IF YOU RECEIVE IT – OWN IT

“Use your good judgment in all situations.  
There will be no additional rules.”  
- Nordstrom, Inc. Employee Handbook

- Empower every staff member to resolve problems
- Just because it isn't your job, doesn't mean you can't help or find someone who can

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### #7 – DISPLAY APPROPRIATE BODY LANGUAGE

- At least 70% of what is communicated is done without speaking a word
- Proximity
- Open gestures vs closed gestures
  - What are you doing when you deal with your customers?
- Posture
- Physical contact – less is best

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#8 – ESCORT RATHER THAN POINT

- How do your patients exit the exam?
  - Do you escort them to the dispensary?
  - Do you escort them to the receptionist?
- Picking out eyewear should not be a do it yourself job

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#9 – CREATE A POSITIVE WORK ENVIRONMENT

- Everyone matters
- Respect and support co-workers
  - SOPs enable this
- Practice teamwork
  - Acknowledge, celebrate, and play!

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 Employee morale is three time higher in businesses where community involvement occurs

 Builds leadership skills

 What can you do?

#10 – BE AN AMBASSADOR FOR YOUR PRACTICE

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#11 – BE KNOWLEDGEABLE

- Gain preferred dispenser status!
- Customers don't buy the unknown
- How can you become more knowledgeable?
- Can you help them tell the story?
- What are the SOPs for your office?

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#12 –  
PROPER  
TELEPHONE  
ETIQUETTE

- Use a mirror
- Answer within three rings
- Connect, Discover, Respond
  - Are you interested in them or just their insurance?
  - Why are they coming to see you?
  - Do they need a specific time?
  - Do they know where you're located?

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#12 – PROPER TELEPHONE  
ETIQUETTE

- Ask permission to put the caller on hold
  - Never leave someone on hold for more than one minute
- Eliminate transfers when possible

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#13 – MAINTAIN THE CLEANLINESS OF THE ENVIRONMENT

- It's the responsibility of every employee
- What needs attention in your office?
  - 1.
  - 2.
  - 3.
  - 4.
  - 5.

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#14 – MAINTAIN A PROFESSIONAL IMAGE

- Look the part of a professional
  - Success is in the details
- What do your patients hear?
  - Music
  - Conversation
- Wear the product!
  - Everyone in the office
  - Why?

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CONCLUSION

Business is about the details.

Missed details produce unhappy customers who will go somewhere else.

How's your behavior?

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**THANK YOU!**

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