

CUSTOMER SERVICE AT THE BCHS



WHAT IS CUSTOMER SERVICE, ANYWAY?



Simply put, customer service is about making the customer's experience as positive as it can be. Great customer service leaves customers feeling understood, valued and supported. It goes beyond meeting basic expectations to exceeding them.

CUSTOMER SERVICE IN A HOSPITAL IS UNIQUELY IMPORTANT



Why? Because the people we serve are often vulnerable: scared, confused, overwhelmed or suffering from pain, discomfort or anxiety.

Our environment - our processes, equipment, even the language we use - can be unfamiliar and intimidating.

WHAT DO OUR CUSTOMERS VALUE?



At the BCHS, feedback from our patients and visitors most often concerns two themes: attitude/courtesy and care/treatment. People relate the quality of care we give to how we make them feel, how long it takes to receive service and how compassionately they are treated when they are here.

HOW CAN WE PROVIDE GREAT CUSTOMER SERVICE?



Treat others the way they want to be treated

Actively listen

Display a service orientation

Display empathy

Provide information and explain the process

Choose to make a situation better and take action

HOW CAN WE PROVIDE GREAT CUSTOMER SERVICE?

*Treat others the
way they want
to be treated*

At the BCHS, we live this standard by using a standard greeting in which we identify ourselves by first name, role and department and explain what we're about to do.

“Hi, my name is _____, I am a (role) in (area).
I'm here to...”

HOW CAN WE PROVIDE GREAT CUSTOMER SERVICE?

Actively listen

At the BCHS, we live this standard by paraphrasing what the customer is saying to check for understanding and show they've been heard.

“So, if I understand you correctly ...”

HOW CAN WE PROVIDE GREAT CUSTOMER SERVICE?

*Display a
service
orientation*

*At the BCHS, we live this standard by using a
standard telephone greeting.*

“Hello, this is _____ speaking. I’m a _____ in
the _____ department. How may I help you?”

HOW CAN WE PROVIDE GREAT CUSTOMER SERVICE?

*Display empathy
for the customer*

At the BCHS, we live this standard by using ‘sad but glad rules’.

“This must be very difficult for you, and I’m sorry for that. I’d be glad to help in any way I can.”

HOW CAN WE PROVIDE GREAT CUSTOMER SERVICE?

*Provide
information and
explain the
process*

At the BCHS, we live this standard by giving a timeline and follow-up at the right time or when the status changes.

“The information I have for you is.... I will check back in once I have an update.”

HOW CAN WE PROVIDE GREAT CUSTOMER SERVICE?

*Take action to
make things
better*

At the BCHS, we live this standard by choosing to take responsibility and offering choices to the customer to help make it right.

“What can we do right now to make things better for you?”

HOW CAN WE PROVIDE GREAT CUSTOMER SERVICE?

*Other ways you can
demonstrate your
commitment to
customer service*

- *Wearing your ID badge so everyone can read your name*
- *Calling others by name and asking their name if you don't know*
- *Making eye contact*
- *Checking for understanding*
- *Helping when someone is lost*
- *Being eager to help others when needed*

HOW CAN WE PROVIDE GREAT CUSTOMER SERVICE?



*The difference between poor customer service and excellent customer service often lies in effective communication. It's often not **what** you say, but **how** you say it that will make for a good or bad experience.*

POSITIVE COMMUNICATION



To communicate effectively, we need to be aware of the impact of our body language, facial expressions and tone of voice, as well as the words we're using. All will contribute to the customer's experience

POSITIVE BODY LANGUAGE



- *Make eye contact, smile when appropriate*
- *Turn your body toward the person*
- *Maintain an open body posture*
- *Use a warm, friendly tone of voice*
- *Speak clearly, at an appropriate volume*

POSITIVE LANGUAGE

“I’m happy to help you into your wheelchair”

“May I just ask you to wait here while I find out for you?”

“How can I help you?”

“Thanks for your feedback, I’ll follow up right away”

“I can give you directions, or I can take you there myself”

Positive language is respectful, enthusiastic and customer-focused. It conveys the impression that the customer’s needs and experience are our first priority

~~“I can’t help you now; I’ve got other patients to deal with”~~

“I’m just in middle of something now; I’ll be happy to help you in a few moments”

DEALING WITH CUSTOMER CONCERNS

LISTEN

- Listen first to understand the customer's needs
- Remember: a complaint is just a poorly-worded request

ACKNOWLEDGE

- Acknowledge your customer's questions or concerns
- Apologize for their experience
- Try not to take it personally

SOLVE

- Focus on a win-win solution
- Ask what will solve the customer's problems. If not possible, offer the next best solution
- Tell the customer what you are going to do and when
- Remember: When you cannot say "yes," don't say "no"

THANK

- Thank your customers for their feedback. This will help BCHS go from good to great
- Always follow up

“Customer service should always be at the center of what we do. It is why we come to work every day.

As a pharmacist in this organization, a former patient and a family member of patients who have been treated at the BCHS, I have many reasons to make this hospital a safe, effective and patient-centered environment.

Job satisfaction for me comes from seeing our work being done in a positive way and having a positive impact on those we serve.”

~ Jennifer Visocchi, Group Leader, BCHS

“Wherever there
is a human being,
there is an
opportunity
for kindness.”

- Seneca -

