

Customer service in health care is often referred to as customer excellence. Service excellence is the ability of health care professionals to consistently meet and manage patient expectations.

Excellent customer service needs to be extended to both internal and external customers.



CUSTOMER SERVICE EXCELLENCE

BUILD RAPPORT

Rapport is another term for building a genuine connection and a sense of friendliness with another person. Rapport can be established quite quickly, right from the beginning of your interaction.



CHOOSE YOUR WORDS WISELY

RESPONSE
thought-out, calm,
measured

VS.

REACTION
quick, abrupt,
unprepared

"I understand. Let me find out how I can resolve this for you."

"Are you sure that's what happened?"

EMPATHY
being able to put oneself
another's shoes

VS.

SYMPATHY
agreeing with
another's feelings

"I'm sorry you don't feel heard by your doctor. I can provide your anonymous feedback."

"I'm not surprised he said that! I don't like the doctor much either."

EMPOWER CUSTOMERS TO OVERCOME OBSTACLES



Give yourself positive self-talk. "Yes, this is tough, but I'm going to stay calm and solve the problem."

Take a deep breath. This isn't personal. Ask, "Can you tell me what happened?"

Listen actively. Let your patient talk. If there is off-the-topic rambling, gently redirect the patient back.

Assume good intent. You don't know what happened before your patient appeared at the counter. Perhaps they had a really difficult morning.

UTILIZE EQ

Emotional intelligence (EQ) is the ability to manage one's own emotions, as well as the emotions of others.

