

FOURTEEN SERVICE BEHAVIORS EVERY PRACTICE NEEDS

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1

WHY?

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

2

WHY CUSTOMERS LEFT... THE FORUM GROUP STUDY

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

3

#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

4

#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

5

#3 - OFFER ASSISTANCE TO PATIENTS

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

6



#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

7

**CONNECT,
DISCOVER,
RESPOND**

- 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?

8

#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

9

#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



10

#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

11

#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

12

#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

13



#9 – CREATE A POSITIVE WORK ENVIRONMENT

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

14

 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

15




EXPERT

#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?

16



#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?

17



#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

18

#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.

19

#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?

20

CONCLUSION

Business is about the details.

Missed details produce unhappy customers who will go somewhere else.

How's your behavior?

21

THANK YOU!

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