



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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15% - better technical product 15% - cheaper product elsewhere

20% - "lack of contact and individual attention" 49% - personnel was "poor in quality"



#2 - GREETINGS

- $^{\circ}\,$ 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? - I. - 2. - 3. - 4. - 5.





- 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?

#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

#5 – RESPOND QUICKLY Once you create a deadline, it becomes the yardstick by which your customer measures your success or failure · 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 Open gestures vs closed gestures What are you doing when you deal with your customers?



- · 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



#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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- · 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

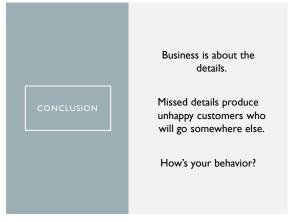
#13 - MAINTAIN THE CLEANLINESS
OF THE ENVIRONMENT

• 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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THANK YOU!	
eyesofjoy@yahoo.com	