

Teaching Customer Service Programs That Really Make A Difference: It's About More Than Being Nice!

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Programs with an aridgillnal touch

What Do You Face When You Are A Healthcare Trainer?



*Learning is not attained by chance, it must be sought for with ardor
and attended to with diligence. Abigail Adams*

*This is what learning is. You suddenly understand something you've
understood all your life, but in a new way. Doris Lessing*

Learning is not compulsory... neither is survival. W.E. Deming

Ways To Teach It Quick... And Make It Stick

Testimonials

Let the group set goals

Remain flexible based on group's experiences and class objectives and goals

What other ideas can you offer from your experience?



The wisest mind has something yet to learn. George Santayana

Adult Learning Principles To Remember

Avoid singling people out

Avoid forced participation

No hokey icebreakers or games

Everything should be relevant

Focus on need-to-know, leave out
nice-to-know

Encourage dialogue and involvement



*Whoever ceases to be a student has
never been a student. George Iles*

Make It Easy On Your Participants To Remember Key Points

Your entire customer service training program is summarized in four key concepts that assemble into an easy-to-remember acronym:

C ommunication
A ccountability
R espect
E xceed expectations

Allow participants to suggest ways to implement the four points into the existing customer service emphasis in the organization. Encourage participation and dialogue to insure ownership of ideas and insight into relevance to the participant's work setting.



What's A Duck Got To Do With Customer Service?

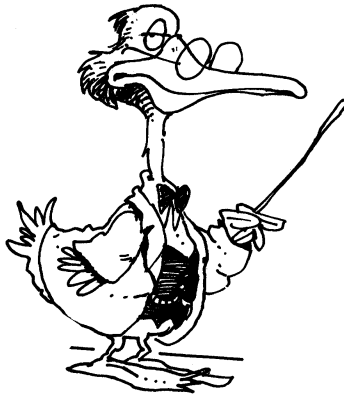


Demonstrating
Unsurpassed
Customer
Kare (okay, it's a phonetic spelling!)

What changes can you make to your existing customer service training to make it more effective?

Read more about it...

Resources that provide more information about today's topics



Anderson, Kristen and Ron Zemke. *Delivering knock your socks off service*. 2002.

Artz, Nancy. *301 great customer service ideas: From America's most innovative small companies*. 1997.

Baird, Kristin. *Customer service in health care: A grassroots approach to creating a culture of service excellence*. 2000.

Baker, Susan Keane. *Managing patient expectations*. 1998.

Blanchard, K and Sheldon Bowles. *Raving fans: A revolutionary approach to customer service*. 1993.

Diering, Scott Lewis. *Love Your Patients!: Improving Patient Satisfaction with Essential Behaviors That Enrich the Lives of Patients and Professionals*. 2004.

Fottler, Myron D., Robert Ford and Cherrill P. Heaton. *Achieving service excellence: Strategies for healthcare*. 2002.

Frampton, Susan. *Putting patients first*. 2003.

Gerteis, Margaret (Editor), et al. *Through the patient's eyes*. 1993.

Leebov, Wendy. *Service excellence: The customer relations strategy for health care*. 2003.

Leebov, Wendy, et al. *Achieving impressive customer service*. 1998.

Leland, Karen and Keith Bailey. *Customer service for dummies*. 2006.

LeBouef, M. *How to win customers and keep them for life*. 2000.

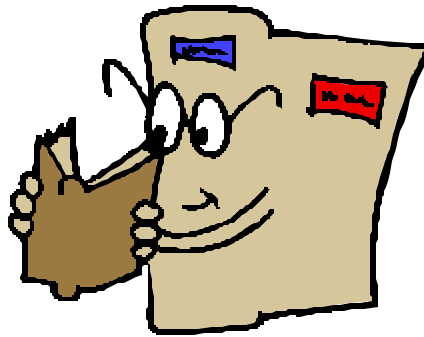
Mayer, Thom A., M.D., FACPE, FAAP; and Robert J. Cates, M.D. *Leadership for great customer service: Satisfied patients, satisfied employees*. 2004.

Osborne, Liz A., MS. *Resolving patient complaints: A step-by-step guide to effective service recovery*, 2nd Edition. 2004.

Press, Irwin. *Patient satisfaction*. 2005.

Reinertsen, James L. M.D. and Wim Schellekens, M.D. *10 Powerful ideas for improving patient care*. 2005.

Sherman, S. and Clayton Sherman. *Total customer satisfaction*. 1999.



*Read not to contradict and confute; nor to believe and take for granted;
nor to find talk and discourse; but to weigh and consider.*

*Some books are to be tasted, others to be swallowed,
and some few to be chewed and digested:*

*that is, some books are to be read only in parts,
others to be read, but not curiously, and some few
to be read wholly, and with diligence and attention.*

~ Francis Bacon