



Customer Service It Makes \$en\$e!

by

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CUSTOMER SERVICE IS AN ATTITUDE

- Customer service is critical in any service-oriented industry.
- The goal is to make it a memorable visit for the customer.
- Exceptional service will bring the customer back.



WHO ARE YOUR CUSTOMERS?

- Fellow coworkers
- Other clinic or hospital employees
- Patients
- Visitors
- Agency officials



3 KEY AREAS OF CUSTOMER SERVICE

- Appearance
- Communication
- Knowledge

APPEARANCE is Everything!

Our customers
judge us on first
impressions:

- Office décor
- Professional attire
- Body language



APPEARANCE

- This is the first thing our customers see, even before we speak.



APPEARANCE

Office Decor

- Is your office professional looking?
- Your messy office will definitely give the customer the wrong impression.
- The customer will not trust you with the information or document they gave you.



APPEARANCE

Office Décor

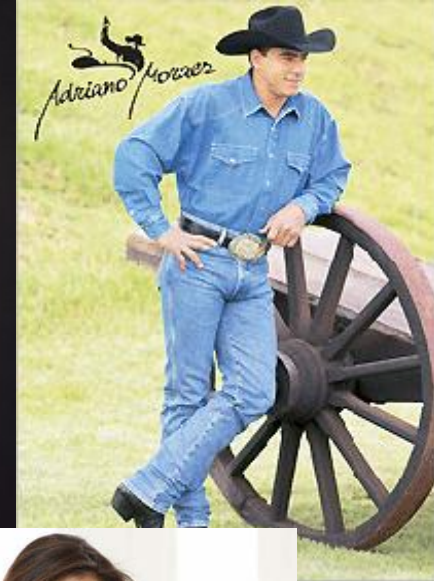
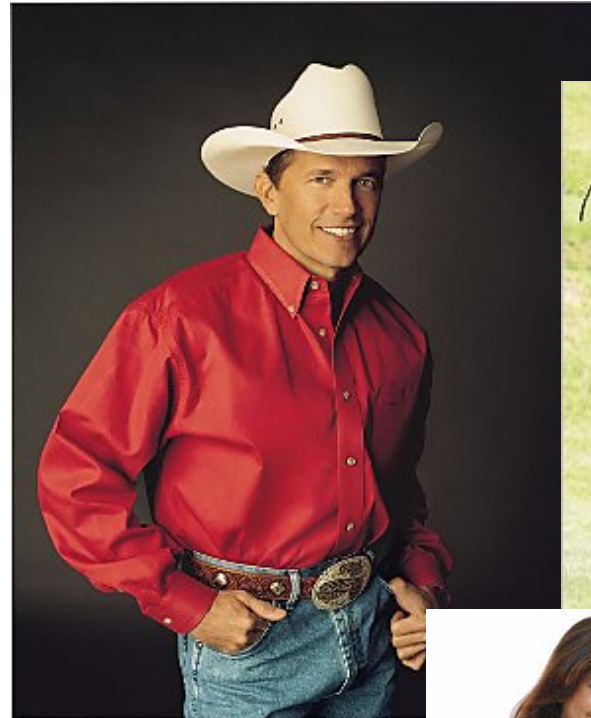
- Too many signs posted in your office or waiting areas confuse your customers.
- Negative signs – “DON’T..” “YOU MUST...”, NO... ”
- Looks cluttered and unprofessional



APPEARANCE

Office Decor

- Inappropriate display of posters or photos not associated with our health program or department gives the wrong impression to our customers
- Creates an unprofessional environment



APPEARANCE

Keep your office and waiting rooms neat, professional-looking and clutter free



APPEARANCE

Professional Attire

- How do you dress for work?



APPEARANCE

Watch What You Wear!

- No revealing clothing
- Tight-fitting clothing



APPEARANCE

Unprofessional Look

- No hickies!
- A sloppy appearance gives sign of an unprofessional attitude



APPEARANCE

(Business) Casual Friday

- Don't take this day for granted—we still need to display a professional image!
- Blue jeans and t-shirts are not business casual



APPEARANCE

- The way you dress tells a lot about who you are.
- Look in the mirror and ask yourself if what you are wearing is suitable to your work environment.
- Remember: First impressions are important to our business.



APPEARANCE

Professional Demeanor

- Show common courtesy.
- Don't chew gum or eat when assisting customers.
- Turn off your personal cell phone.



AP

APPEARANCE

Perfume

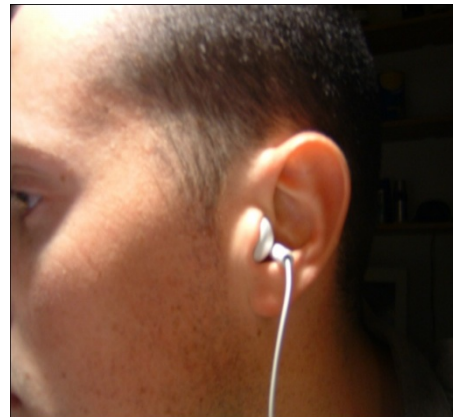
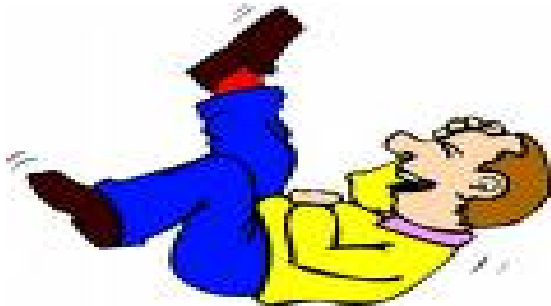
- Refrain from wearing excessive scents.
- Don't "bathe" in your perfume!
- Strong odors are distracting and annoying to our patients.



APPEARANCE

Professional Demeanor

- Employee ID covered with stickers or pins—can't read your name
- No Loud Music
- Listening to your iPod
- Laughing out loud



APPEARANCE

Professional Demeanor

- Show respect by knocking before entering office.
- Wait for the person to get off the telephone



APPEARANCE

Body Language

- Watch your facial expression
- Tone of your voice
- Your body language
- SMILE!
- SMILE!
- SMILE!



COMMUNICATION

Greeting

- Acknowledge the person; don't ignore him/her.
- Ask “*How may I help you?*”
- Avoid saying “*Whatcha need?*” or “*Next!*”
- Acknowledge people by name.



COMMUNICATION

Person-to-Person Contact

- Eye contact.
- Shake hands.
- Repeat the person's name to remember.
- Show genuine interest when assisting customers.
- Offer to help fill out forms.
- Phone distractions—show respect to your customers.

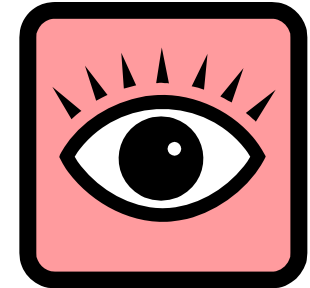


COMMUNICATION

Listen

When your customer is talking to you, it is very important to listen to them with your:

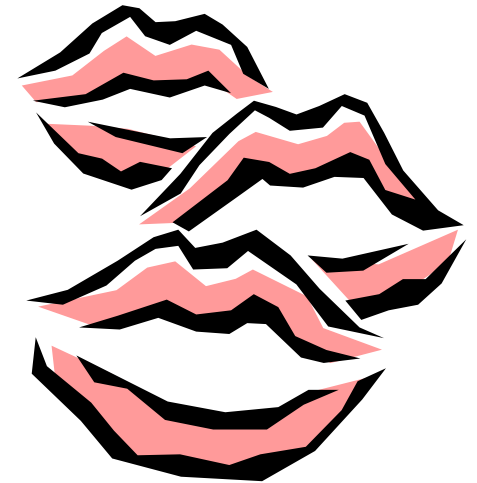
- Eyes
- Heart
- Not just your ears
- Show empathy!



COMMUNICATION

Think Before You Speak

- Watch what you say and how you say it.
 - Stay away from “*you need to...*” or “*you must...*”
 - Think before you speak.
 - “*The computer says you’re dead.*”
 - “*I don’t know! Go see _____.*”
 - “*Your chart is in California*”
- *Use an interpreter if needed.



COMMUNICATION

Words to Use...

Instead of saying...	Use...
Can I help you?	How can I help you?
I don't know.	That's a good question. I'll find out for you.
You have to...	The next step is...
No...	I'm sorry, but...(for anything other than starting with "No")
I have to put you on hold.	Are you able to hold for a moment, or may I call you back in ____ minutes?
You'll have to wait.	I'll be right with you.
That's not my job. My department does not handle that.	Let me connect you with the correct person/dept. Would you like the number in case we get disconnected?

COMMUNICATION

Telephone Techniques

- Don't answer the phone using abbreviations: "AR," "ROI," "Records."
- Answer the phone professionally.
- Taking messages for colleagues:
 - Try "*May I have your name and number?*" instead of "*Do you want to leave a message?*"



COMMUNICATION SMILE!

- Smile when you're on the phone. The smile in your voice will come through.
- Put a mirror where you can see yourself talking to remind you to smile.



EXERCISE

Answering the Telephone

- Demonstrate how you answer the telephone currently.
- Do it again, but now *smile* as you are answering the telephone.

Do you see the difference in tone?

COMMUNICATION

Telephone Techniques

- When transferring telephone calls, be polite at all times.
 - Avoid “*Hold on,*” or “*Transferring your call.*”
- Before transferring, offer assistance as much as possible if you can.
- Avoid transferring the call and hanging up! Wait till the person answers and give the person information needed.



COMMUNICATION

Telephone Techniques

- Apologize if the customer has been transferred several times.
- Before transferring call to the correct department, tell the customer what the extension is and the person's name that you are connecting them to.
- TIP: When leaving voice messages, speak clearly and repeat phone number slowly.

COMMUNICATION

E-Mail Etiquette

- By using proper email language, you will convey a professional image.
- Stay away from **LARGE BOLD FONTS**, as you are shouting at the person.
- Busy backgrounds makes it difficult to open the email.
- Always read the email before you send it. Check for spelling and grammar.



COMMUNICATION

E-Mail Etiquette

- Stay away use abbreviations such as BTW (by the way) and LOL (laugh out loud). The recipient might not be aware of the meanings.
- The same goes for emoticons, such as the smiley :-)
- Know when to end the email chain if the discussion starts getting too long. Ask to meet in person.
- Never send chain letters—it may affect customer service (shut down your computer systems)



KNOWLEDGE

Learn Your Organization



- Know about your facility and other departments
- Know what types of services your facility provides.
- Get rid of the “*I don’t know.*”



COMMON COURTESY

Be Helpful

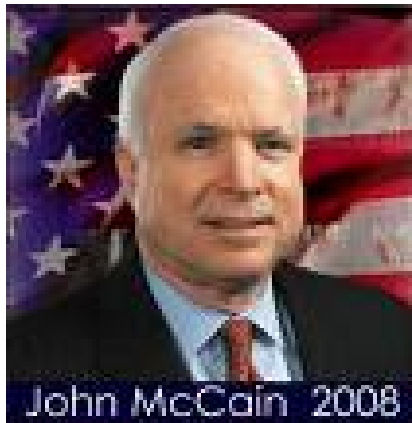
- Air out your chair—get UP!
- Escort the patient: Ask “*may I take you there?*”
- Don’t leave customers waiting.
- Take the extra time to assist the customer.
- You are never *too busy!*



ATTITUDE

Today's Government Worker

Former presidential candidate John McCain once said, “The civil service system has strayed from its reformist roots and has mutated into a no-accountability zone, where employment is treated as an *entitlement*, good performance as an *option*, and accountability as *someone else's problem*”.



Don't Like My Attitude? Dial 1-800-WHO-CARES

- Give the customer the impression that you genuinely want to help them.
- Our customers deserve to be treated with respect and dignity.
- Never tell them “*I’m the only one here*” or “*we are short staffed*” – customers don’t want to hear this.

COMMON COURTESY

Be Human!

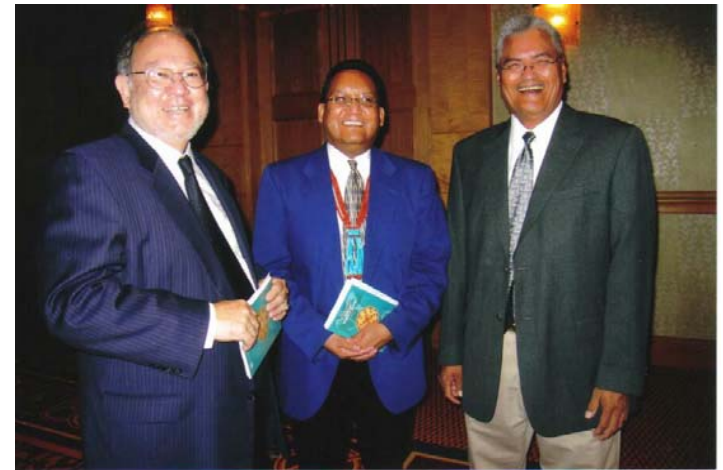
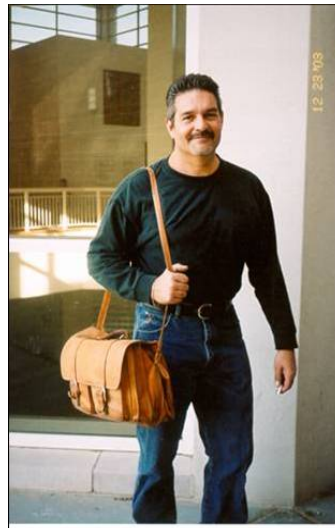
- Show compassion.
- Treat the customer as a human being.
- Don't think of the person as just another number, or worse, a dollar sign!

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VISITORS

- Welcome employees appropriately, especially contract employees or dignitaries or visitors.
- “*Welcome to Shiprock!*”
- “*I’m so glad you joined us.*”
- Let them know you are there to help them.



HANDLING UPSET CUSTOMERS

- *Listen* to them.
- Never raise your voice.
- Repeat what they told you so that you understand their concern.
- Explain any policies or processes to them at a level they can understand.



HANDLING AN UPSET CUSTOMER

- Don't be quick to give them a patient complaint form.
- Do what you need to do to assist the patient.
- You know you've *succeeded* when you don't have to involve your boss or the Patient Advocate.



Tips For Bouncing Back From Blunders

How to regain a customer's confidence:

- Listen patiently to the customer's complaint without interrupting.
- Admit that a mistake has been made.
- Apologize for the inconvenience.
- Stay calm. Do not get drawn into an argument.

Tips For Bouncing Back From Blunders

- Focus on finding a solution. Avoid making excuses or placing blame.
- Take action right away to fix the problem.
- Ask if there is anything else you can do.
- Thank the customer sincerely for bringing the problem to your attention.

Does Your Position Description Allow This?

Accounting Technician GS-525-6

INTRODUCTION

This position is located in Financial Management Branch of the Indian Health Service Hospital, and serves as the Accounting Technician responsible for performing a variety of complex technical duties for the Finance Office, in support of patient care services.

MAJOR DUTIES AND RESPONSIBILITIES:

- 1. Audits all incoming vouchers for completion on a daily basis for payment.**
- 2. Prepares a monthly reconciliation of the general ledger, ensuring that the basic accounting data are utilized.**
- 3. Maintains vendor files for entire facility by filing receiving reports, invoices, and purchase orders on a daily basis.**

OTHER DUTIES:

- 1. Coordinates personal business utilizing Government resources (telephone, computer, fax, etc.) to ensure family and/or personal life is not interrupted while at work.**
- 2. Constantly reports to work 10-15 minutes late daily, and repeatedly calls in on payday Friday.**
- 3. Interrupts work flow by visiting and gossiping with colleagues, therefore not meeting established deadlines, requiring overtime to complete tasks.**
- 4. Utilizes exceptional customer service skills and telephone etiquette when talking to family and friends on personal cell phones, while exercising rude, unprofessional conduct to other hospital employees, patients, vendors and contractors in person or by telephone.**
- 5. Coordinates department arguments, disagreements, and undermines supervisor when new tasks are assigned.**
- 6. Ability to be non-productive and unmotivated to complete assignments. Has knowledge to give excuses of why work was not done by blaming others.**
- 7. On a daily basis, is unaccountable for quality of work, therefore relies on other colleagues to assist with work.**
- 8. Attends Area-wide meetings, arriving late and leaving early, and not sharing information with fellow colleagues.**

KNOWLEDGE Monitor

- Use customer service surveys for both external and internal customers.
- Create a “report card” and distribute to your hospital/clinic customers
- Do on-the-spot checks and observe your employees (answering phone)
- Have mini-customer service tips at each staff meeting.



KNOWLEDGE Monitor

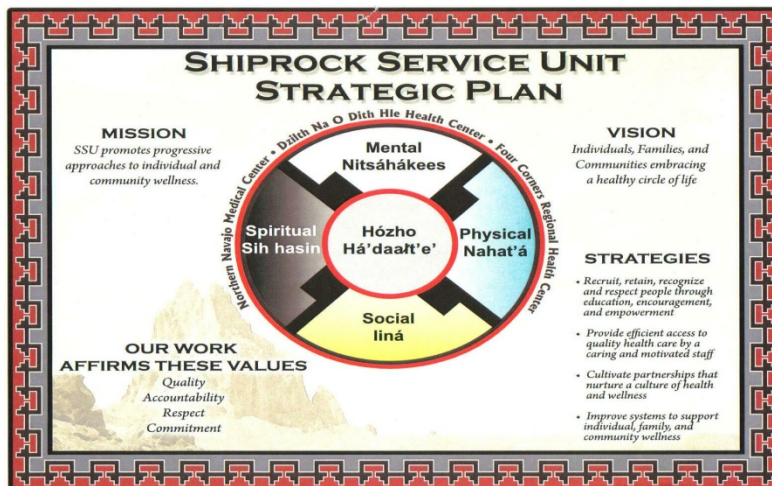
- Develop “cue cards” of what to say to a patient.
- Report findings with your staff and create ways to improve by sharing.
- Establish a PI to work towards reducing complaints.
- *Celebrate* when you meet your goal!



KNOWLEDGE

Department Mission Statement

- Make sure staff know the mission.
- Incorporate mission statements into your customer service requirements.



SHIPROCK SERVICE UNIT

The Financial Management Department promotes solid business practices to improve the healthcare organization by incorporating:

- 1. Efficient, effective, cost based accountability of resources.***
- 2. Professional, knowledgeable, and friendly customer service.***

KNOWLEDGE

Customer Education

Make activities fun and educational for your customers.

- Do “Customer Service Blitz” in your facilities, such as:
 - C.I.B. Blitz
 - Insurance Card Blitz
 - Chart Number Blitz
 - Registration Blitz



KNOWLEDGE

Customer Education

- Have a booth during National Customer Appreciation Week or during National Hospital Week.
- Create fun contests, like registration trivia, crossword puzzles with significant prizes.
- Create Chart Number Event, First New Years Baby.



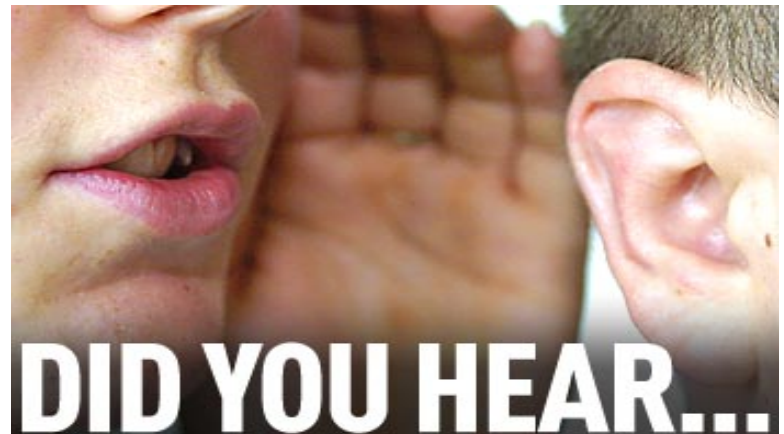
TIPS

- Get up early in the morning, giving yourself ample time.
- Wake up with a positive attitude! Tell yourself “*Today will be Great!*”
- Exercise 15 minutes!
- Have breakfast.
- Listen to soothing music driving to work.
- Say “*Good Morning*” and mean it.



TIPS

- Be the model employee. Set the example for others.
- Follow the Code of Ethics.
- Concentrate on your work while on duty. Don't be distracted by personal calls, visitors, etc.
- Don't gossip.



REWARDS

- Create a “Customer Service of The Month” Award for your department.
- Use a whiteboard for staff to write positive comments down for quick recognition.
- Send “thank you” emails.
- Give little treats for awarding good behavior you see.



EXERCISE

Appreciation

- Turn to the person next to you and around you, and tell them they are doing a wonderful job!

EXCEL IN HOSPITALITY



Put our service to the test!

Benefits to Exceptional Customer Service

- Returning customers
- Satisfied customers tell others
- Trust from patient
- Reflects well on your facility
- Keeps us in business
- Increases our collections



Everything You Do Is Very Important for Patient Care

- Know there is a reason for your job.
- Take pride in your work.
- Everything you do touches a patient's' life and healthcare.



BE PROUD YOU WORK IN HEALTH CARE



Become a CSI

C.S.I. : Indian Health

“Customer Service Indian”



Make Customer Service a Priority Every Day!

Our friends,
family, and
people deserve it!



MAY YOU WALK IN HEALTH AND BEAUTY



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