Customer Service: Best Practices

Diana Sturdevant Ph.D., GCNS-BC, APRN, NEA-BC Research, Assistant Professor Program Director, Nursing Home Quality Improvement Projects

Fran and Earl Ziegler College of Nursing
The University of Oklahoma Health Sciences Center
1100 N. Stonewall | Oklahoma City, OK 73117
405-271-1491, Ext. 49201 | diana-sturdevant@ouhsc.edu

Customer service is the cornerstone to every business



Customer Service in Long-term Care

- Why is it important?
- Who are our customers?
- What do they want?

Gandhi Quote: Customer Fécus

"A customer is the most important visitor on our premises, he is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so." -Gandhi



Communication

- Body language
- Eye contact



Negative Messages Our Behaviors Can Communicate

- Standing with hands on hips: aggression, impatience
- Rolling the eyes, looking around the room, tapping a foot: boredom, impatience
- Arms crossed on chest: defensiveness, impatience, reluctant to talk
- Looking way during conversation: disinterest, disbelief

Tips to Cultivate a Positive, Helpful Attitude

- Smile!
- Face the person when speaking
- Introduce yourself if the person doesn't know you
- Make and keep eye contact during the conversation
- Keep your hands to your side and avoid fidgeting
- Respect the other person's personal space
- Listen to understand
- Be patient, honest, and non-judgmental



Handling Complaints

Listen	Listen to the complaint without interrupting
Try	Try to clarify the problem
Do not react	Do not react to emotionally charged comments
Focus on	Focus on the issue, not personal criticisms
Acknowledge	Acknowledge the person's feelings without placing blame
Offer	Offer help in solving the problem
Follow up	Follow up to make sure a solution has been found
Report	Report all complaints to your supervisor

Great customer service...

- Starts with leadership!!
- Fosters a positive, welcoming environment

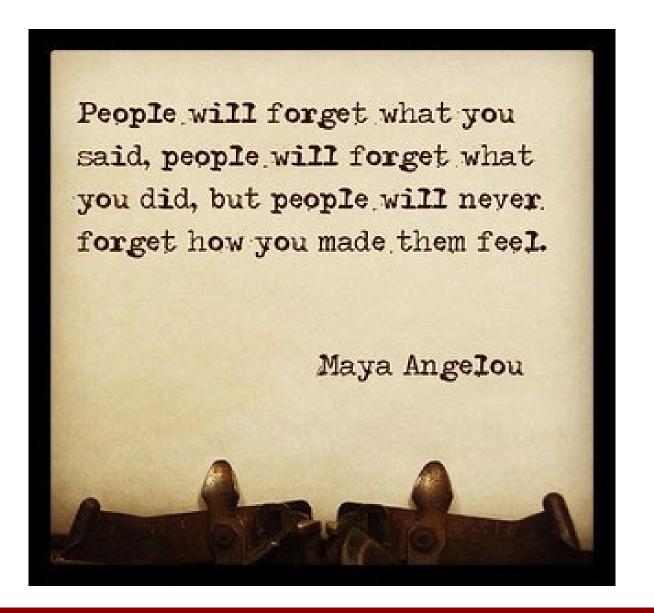
Polite—Respectful— Compassionate—Courteous

 Prioritize training for staff in communication, conflict resolution, and relationship building



Resources

- Crucial Conversations (2012) and Crucial Confrontations (2005) by Patterson, Grenny, McMillan & Swizler
- The Power of Service: Keeping Customers for Life by Petra Marquart
- See ME: Customer Service Training in Compassionate Care https://seemetraining.com
- Long Term Care Customer Service Training
 https://signatureworldwide.com/solutions-by-industry/long-term-care-training/



Thank You!

Diana Sturdevant diana-sturdevant@ouhsc.edu



Questions?



