

# SERVICE EXCELLENCE FOR HEALTHCARE



OTEC's Service Excellence for Healthcare workshop, developed with the most up to date service theories, best practices and tools is a must attend program for those wishing to achieve excellence in the delivery of customer service. This dynamic, interactive and engaging one day workshop has been designed to prepare individuals with the skills and tools to create memorable service experiences resulting in customer/patient loyalty and successful customer centric healthcare organizations.

## OBJECTIVE

- To develop awareness about the importance of service and to create service skills for the delivery of consistent and excellent customer service within the healthcare environment

## WHO SHOULD ATTEND

- Front-line employees
- Supervisors
- Managers

## SESSION DETAILS

- One full day session
- Between 10-25 participants
- Interactive format
- Take-away resource guide

## BENEFITS TO BUSINESS

- Helps create a consistent service standard and culture within the organization
- Provides employees with behaviour guidelines, standards, and service processes to build customer/patient loyalty

## PROGRAM AT A GLANCE

### “Moments of Truth”

Understand the importance of creating and maximizing memorable “Moments of Truth” experiences in interactions with patients and their families.

### First Impressions

Explore how positive and negative first impressions impact the service experience and how to ensure a consistent and effective first impression.

### The Importance of Service Excellence

Explore the reasons why customers/patients voluntarily decide to leave an organization and the important role that service providers play in customer/patient satisfaction.

### Service Excellence Behaviour Standards

Participate in a customer service self assessment and learn the behaviours that are essential for service excellence.

### Communicate Effectively

Learn about the communication process and the importance of applying it when determining the needs and expectations of patients and their families.

### The Service Process

Practice the 5-step service process for providing consistent and excellent customer service within the healthcare environment.

### Overcoming Service Challenges

Understand the 3 types of concerned people and learn the 5-step service recovery process to achieve successful service interactions and create “Service Excellence” at all times within the healthcare environment.