



It's not about service.

It's about success.

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3 Key Points

1. Understand the customer service equation, Delivery Gap and expectations.
2. Discover the true core of service in medical practices.
3. Learn how to serve your three levels of customers.

The Customer Service Equation

External Customers = Internal Customers

Equation of Opinions

Develop an expectation
Based on our past experiences or other's opinions

— **Measure experience**
Our expectations are compared to the experience

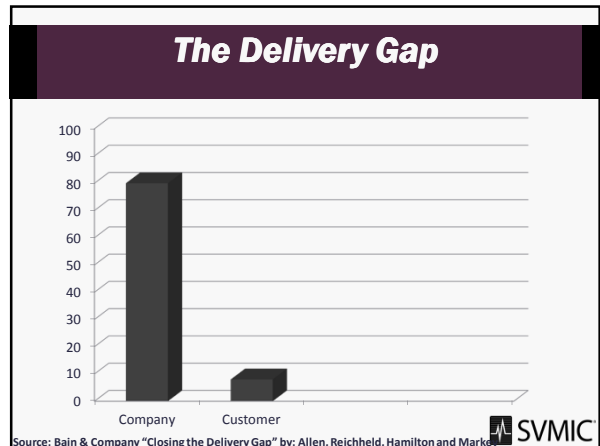
Form an opinion
If the experience exceeded expectations, then a positive opinion, if the experience was below our expectation then negative opinion

"MOST HORRIBLE PLACE EVER"
 ●○○○○ Reviewed May 23, 2010
 3 people found this review helpful
 Me, my husband and our two children decided to move to flagstaff to be closer to my mother in law she rented us a room here at the saga for a little over a week until we could get our own place. At first the room was fine not the best ever but not the worst so I thought. Having...

"I think I can feel death creeping up on me as I write this..."
 ●○○○○ Reviewed February 16, 2010
 9 people found this review helpful
 It's SOOOOOO gross. Like something in a horror movie. I'm about to walk out to my car to get my own blankets because this bed is so gross I don't even want to imagine how many people are brought here to be murdered. DO NOT STAY HERE. My wife and I are gonna go get tested for HIV because of...

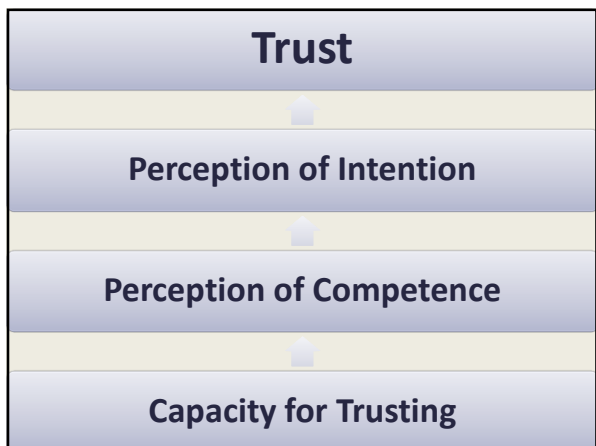
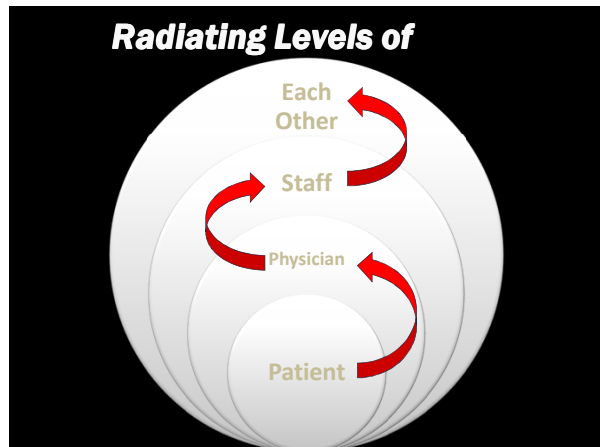
"The Horror of the Night!"
 ●○○○○ Reviewed December 28, 2009
 4 people found this review helpful

Empathy and the Patient Experience
 By: Cleveland Clinic



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Vocabulary

Team


- Individuals who equally share leadership, goals and ideas.


Group

- Individuals following a leader to achieve the leader's goals.

Tribe

- Individuals connected to one another, a leader and an idea. They have a shared interest and a way to communicate. (Godin, Tribes)





Why is leadership critical in developing a culture of trust?





Customer Service

is merely a

REFLECTION OF YOUR CULTURE


Seriously, who's left?

You

The one who thinks of himself first

The one who puts everyone else first

The one who gives and cares ...



Effects of Stress

<p>On your body..</p> <ul style="list-style-type: none"> • Headache • Chest pain • Pounding heart • High blood pressure • Shortness of breath • Muscle aches • Back pain • Clenched jaws • Tooth grinding • Upset stomach • Constipation • Diarrhea • Increased sweating • Tiredness • Sleep problems • Weight gain or loss • Sex problems • Skin breakouts 	<p>On your thoughts & feelings ..</p> <ul style="list-style-type: none"> • Anxiety • Restlessness • Worrying • Irritability • Depression • Sadness • Anger • Mood swings • Job dissatisfaction • Feeling insecure • Confusion • Burnout • Forgetfulness • Resentment • Guilt • Inability to concentrate • Seeing only the negatives 	<p>On your behavior ..</p> <ul style="list-style-type: none"> • Overeating • Undereating • Angry outbursts • Drug abuse • Excessive drinking • Increased smoking • Social withdrawal • Crying spells • Relationship conflicts • Decreased productivity • Blaming others
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at right, exercise • Resource: Mayo Clinic

Invest in Yourself

Success isn't a result of spontaneous combustion. You must set yourself on fire. –Arnold H. Glasow

- Physical
 - Learn to manage stress, eat right, exercise
- Mental
 - Read/Listen to 1 non-fiction a month
- Social / Emotional
 - Take time to go out and reconnect with friends
- Spiritual
 - Volunteer



