It’s not about service. It’s about success.

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
**Empathy and the Patient Experience**

*By: Cleveland Clinic*

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**The Delivery Gap**

Source: Bain & Company "Closing the Delivery Gap" by Allen, Reichheld, Hamilton and Markey

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**3 Key Points**

1. Understand the Delivery Gap and expectations.
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**Trust**

- Perception of Intention
- Perception of Competence
- Capacity for Trusting

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**Radiating Levels of**

- Each Other
- Staff
- Physician
- Patient

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**3 Key Points**

1. Understand the Delivery Gap and expectations.
2. Discover the true core of service in medical practices.
3. Learn how to serve your three levels of customers.
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?
The one who thinks of him/herself last
The one who puts everyone’s needs first
The one who gives and cares ....

Effects of Stress

On your body...
- 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

On your thoughts & feelings ...
- Anxiety
- Restlessness
- Worrying
- Irritability
- Depression
- Sadness
- Anger
- Mood swings
- Decreased productivity
- Seeing only the negatives

On your behavior ...
- Overeating
- Undereating
- Drug abuse
- Excessive drinking
- Increased smoking
- Social withdrawal
- Crying spells
- Relationship conflicts
- Blaming others

Physiological

• 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

Invest in Yourself

Success isn’t a result of spontaneous combustion. You must set yourself on fire. ~Arnold H. Glasow
Trust

External Customers  Internal Customers  You

3 Levels of Customers