



# Customer Services Skills

Quality in a service or product  
is not what you put into it.  
It is what the customer  
gets out of it

*Peter Drucker*



Quality  
Service

"They may  
forget your  
name, but they  
will never forget  
how you made  
them feel."

-Maya Angelou



**advance**  
healthcare

SHOP

Nurses are the  
*heart of healthcare.*

NURSE BUFF

- Donna Wilk Cardill -



A good doctor's  
comforting and  
reassuring words  
are sometimes  
more powerful  
than medicines.

WishesMessages.com

If love  
can't cure  
it  
Nurses  
can







The satisfied  
customer will help  
in bringing the  
new customer

# Hospitality Employees

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- ▶ Employees who are focused on guest needs have these characteristics:
  - ▶ Address guests by name
  - ▶ Are well-groomed
  - ▶ Have good posture
  - ▶ Make eye contact
  - ▶ Respond quickly to requests
  - ▶ Smile



# Guest's Name

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- ▶ Use the guest's name whenever possible
- ▶ Guests feel important and welcome
- ▶ Are more likely to return

# Well-groomed

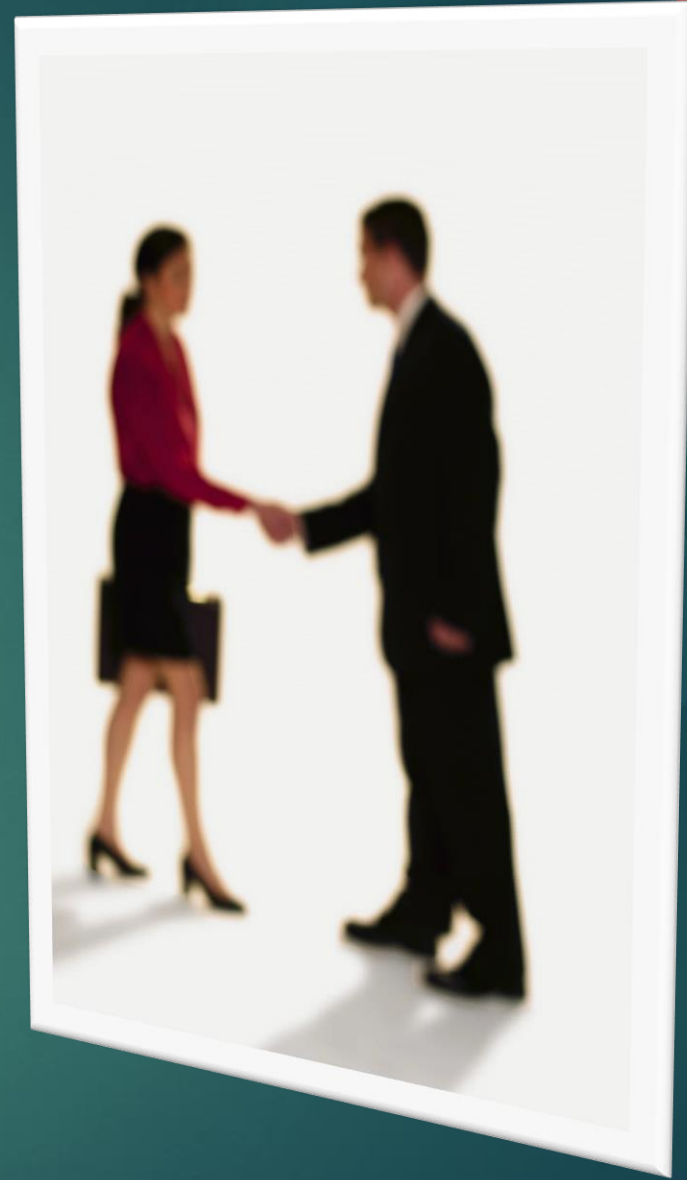
- ▶ Image is important
- ▶ Employees seen by the public should have:
  - ▶ A clean uniform
  - ▶ A good appearance
  - ▶ Good grooming





# Eye Contact

- ▶ A powerful act of communication
- ▶ Indicates a willingness to serve
- ▶ Shows interest



# Posture

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- ▶ Should be relaxed, but alert
- ▶ Head up
- ▶ Face should look interested
- ▶ Project a positive attitude

# Respond quickly

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- ▶ Attitude should be positive
- ▶ Demonstrate willingness to help
- ▶ Response should be competent
- ▶ Show concern



# Smile

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- ▶ Demonstrates:
  - ▶ An eagerness to help
  - ▶ Care and warmth
  - ▶ Friendliness
  - ▶ Respect
- ▶ Also shows you enjoy your job!



# Be Friendly

Customer service always starts with a **SMILE**.







# Show Respect

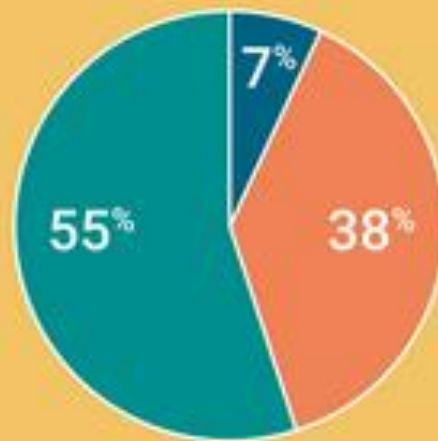
Be polite and respectful to your customers.

# The 21 most important customer service skills

- ▶ Empathy
- ▶ Communication skills
- ▶ Product knowledge
- ▶ Problem-solving skills
- ▶ Patience
- ▶ Positive attitude
- ▶ Positive language
- ▶ Listening skills
- ▶ A willingness to go the extra mile
- ▶ Personal responsibility
- ▶ Confidence
- ▶ Tenacity
- ▶ Authenticity
- ▶ Adaptability
- ▶ Attentiveness
- ▶ Desire to learn
- ▶ Professionalism
- ▶ Acting ability
- ▶ The ability to respond quickly
- ▶ Time management skills
- ▶ The ability to let it go

Take a look at the studies done by Dr. Albert Mehrabian in the 1970's. According to his extensive research, only 7 percent of his communication is the words we say.

### Dr. Albert Mehabrian's 7-38-55 Rule of Communication



- Verbal Communication:**  
The words you say
- Non-verbal communication:**  
How you say it; voice and tone
- Body language:**  
The visual cues you give



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## Customer Service Department



**“No, I’m not angry at you, sir.  
I’m angry at the random act of fate  
that directed your call to my extension.”**

*Image source: Randy Glasbergen via [Hamilton Writing](#)*

Having a positive attitude is one of those customer service skills that is essential for all employees. These people are more enjoyable to be around. Plus, they’re more ready to solve problems and able to execute the next skill: Positive language.

## Customer Service: LAST



- 1) What is customer service?
- 2) Examples of jobs where you need it
- 3) Examples of problems

Listen

Apologize

Solve

Thank



# Train Your Staff

- understand the way to talk , interact with, and solve problems for customers.



# မကျေနပ်ချက်များ၊ အဆင်မပြေမှုများကို ကိုင်တွယ်ဖြေရှင်းခြင်း



# Steps For Handling Customer Complaints

1. A Complaint is as a gift.



2. Listen



3. Accept the Complaints.



# Key Customer Service Factors



## Customer Service Continuum



**Bad**



**Good**



**Great**



**Excellent**

Where you are?



Teamwork among the members of a hospital can result in better patient care and a more enjoyable work environment, if everyone remembers that the main goal is the same: quality health care.

- **Better patient care.**

Priorities are necessary in hospital settings. Just because a doctor has been employed by the hospital for many years, it does not mean that his patients, lab work or demands are any more important than those of other doctors, or other members of the staff. If proper teamwork regulations are in place to establish priority, better patient care will result and the hospital will be a less stressful environment.

- **Improved patient safety.**

When teamwork is implemented in a health care environment, the patient becomes an active partner in his or her own treatment. Doctors and nurses listen, monitor and execute, based on the patient's feedback and information. This, in turn, creates a safer environment for the patient in terms of medications and unnecessary procedures.

- **Quality work environment.**

People who work in a hospital know how to manage high-stress situations, but frustrations can build. Working as a team will reduce situations where an employee feels overwhelmed by his or her workload or the temperament of an unpleasant staff member. Compassion and common courtesy are appropriate not only when communicating with patients, but also they are vital components in how you treat your coworkers.

- **Cost-cutting benefits.**

Teamwork will not only cut down on duplicating efforts within a hospital setting, but also it will cut costs. During tough economic times, hospitals and health care providers decrease their number of employees to save on costs. If everyone does his or her job in an efficient manner and is aware of the needs of other staff members, he or she can contribute to the overall morale. If, for instance, he passes by the lab on the way to another department to pick up something for a co-worker, he will instill a sense of camaraderie in that employee and make her want to do the same for others.

- **Stress reduction.**

When many health care professionals collaborate and brainstorm about a patient's care, the workload is distributed more evenly and stress is reduced. This will also reduce burnout in doctors and nurses working long hours and seeing many patients.

- **Improved communication.**

Effective teamwork skills rely on basic communication within departments and among all personnel. Often, different floors, wings or buildings of a hospital can seem like they are worlds apart, yet they all have the same goal. Using the intranet, regular staff meetings and high-priority emails will keep all members of the team updated on current policies, parts of the team that are short-handed and any aspects of the job that need fine-tuning.

- **Effective time management.**

In the health care industry, teamwork equals efficiency. In so many medical situations, time is of the essence and solid teamwork will enable medical teams to manage their time more effectively. More patients will receive better care more often.

- **New skills.**

When physicians and nurses who specialize in different areas are working in proximity and communicating regularly, they are bound to learn new skills and expand their medical knowledge. If a heart specialist, dietitian and oncologist get together to share ideas for treatment it can only benefit all involved.

- **Increased job satisfaction.**

When everyone is working together as a team to accomplish a common goal, results will improve and people will be more satisfied with their professional lives. When doctors and nurses work as a team and see patients get better faster, they will experience a heightened sense of pride and will look forward to going to work more each day.



For Tomorrow?

► **What next?**

Remember –  
we are all Customers!

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**Thank You!**