**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.