

CUSTOMER SERVICE

The **MOST** important activity in which we engage in is interacting with customers. Our customers are the residents, their family members and friends, and any one who visits our home for any reason.

Customers form an impression of our home based on each encounter they have with each employee here. Every employee has many customer contacts with a resident or family member throughout the day or night. That is why we should treat every customer contact as a **“Moment of Truth”**, a time when a relationship can be made or broken. We have the power to influence our customers either positively or negatively.

REALIZE THAT WHAT WE DO MATTERS!!!

To a customer, we are a community. Customers will come away from every encounter with you either feeling happy or dissatisfied, and that is how they will think of our community as a whole.

Each and every employee is a very important person here. Each and every person either serves a customer directly or serves a co-worker who serves a customer. A careless word or an indifferent attitude can ruin a customer's day. On the other hand, if we are **Helpful, Enthusiastic, Caring, and Concerned**, people will be impressed with us, and our community as a whole.

We have the power to be successful or not, based upon how we treat our customers. **Be concerned with quality encounters.** Make customers feel good at every opportunity.

RECOGNIZE THAT YOU ARE IMPORTANT!

REALITY CHECK

Despite all the turmoil that surrounds us, one fact remains clear: health care is a **humanistic** activity. Patient experiences at the hands of Nurses, CNA's, Therapists and others are intensely personal, intensely human. A patient needs that human touch, that caring, compassion and service that can work **miracles** of the human spirit.

THANK YOU, FOR ALL YOU ARE DOING!

REMINDERS AND REFRESHERS

Hospitality House Rule of the Week

1) Greet Them Like A Guest

- Smile when you see people.
- Make eye contact and say "Hello" to people in passing.
- If you prefer to work in a friendly environment - take responsibility for yourself and be friendly.
- Introduce yourself to new faces you see in passing.

Each week, many people have their first contact with our facility and the people who work here. Help make their first impression a positive one.

Remember: Providing friendly and wise customer service makes for a better day for everyone.

Thank you, for all you are doing!

REMINDERS AND REFRESHERS

Hospitality House Rule of the Week

2) Maintain A Positive Attitude

- You have control of the little voice inside your head - say nice things to yourself.
- You have the ability, through conscious effort, to focus on the positive aspects of our community.
- Marvel at how often things go right here.
- If you are feeling down, force yourself to smile at people and they will smile back.
- Residents, their families and your co-workers rely on your positive attitude.

Attitude is everything!

Although you may not have heard it expressed verbally, if you have a positive attitude, it is deeply appreciated by your co-workers and the residents. Nowhere is a positive

attitude more appreciated, than in a healthcare community like ours.

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REMINDERS AND REFRESHERS

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3) Be Tactful

- Be careful of your choice of words, your tone of voice and your body language.
- Please, **never** say the following phrases to our residents or their family members - "That is not my patient." "That is not my job." "We are short today so you have to wait."
- When a resident complains to you, regardless of their reason, your first response should be to apologize.

Our residents and their family members come to us for care and comfort. Being tactful is a way to lower their anxiety. So be careful of what you say and how you say it.

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REMINDERS AND REFRESHERS

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4) Use Gracious Problem Solving

- If a resident or family member complains to you - about anything - first, simply say, "I'm sorry."
- If a problem was presented to you, then you own the problem - seek to resolve it.
- Use your good judgment.
- If necessary, write a note to the Administrator and/or the Director of Nurses, about the complaint and what you did to resolve it.
- Read the attached - "Satisfying Unhappy Customers"

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SATISFYING UNHAPPY CUSTOMERS

Customers who complain feel annoyed, cheated, or victimized. They also feel that their situation is the most important in the world. Understand these feelings and treat your customers accordingly. Dissatisfied customers tell up to 20 friends that they are unhappy with the way we do business. However, if you resolve their problems, 50% - 74% of these same customers will do business with you again.

SERVICE RECOVERY PROGRAM

1. APOLOGIZE

First and foremost, say your sorry for the inconvenience the customer has experienced. Be sincere – the customer will notice if you are not. A sincere apology usually defuses the customer's anger. Also, you must personally accept responsibility for solving the problem.

2. URGENT RESTATEMENT

Restate the problem as the customer described it to you to make certain you understand clearly what the customer means. Then, tell (and show, if possible) that you will do everything possible to solve the problem and resolve the complaint immediately. Even if you can't resolve the problem to their fullest satisfaction, the customer will perceive that you were sincere and definitely intended to help. Their dissatisfaction will diminish.

3. EMPATHY

Make certain you communicate clearly to your customers so that they understand that you know how they feel. Do not patronize or try to pacify them. Just show them and tell them you understand how they feel. Use phrases such as "I understand...", "I know how you feel...", "I can see why you're upset...".

4. RESTITUTION

Here is your chance to make points. Not only will you take immediate action to resolve your customers' complaints, you will go a step further. Tell and show your customers that you will make it up to them in some special way.

5. FOLLOW UP

This is where most programs fail. Be sure to find out if your customer is satisfied. You can ask a simple question or two at the end of the recovery process. "Have we resolved your complaint to your satisfaction?" or "What else may we do for you?"

REMINDERS AND REFRESHERS

Hospitality House Rule of the Week

5) Be Attentive To Our Customers

- Be sensitive.
- Make an effort to remember people's names.
- Remember the little extras that make people feel special.
- Say kind words and phrases to the residents, their family members, and your co-workers.

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6) Stop And Offer Help

- Many new residents are admitted here each week.
- Their family members and friends may need assistance and orientation to our community.
- When someone looks confused about which way to turn, stop and offer your assistance.
- Always try to escort them to their destination rather than simply pointing.

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REMINDERS AND REFRESHERS

Hospitality House Rule of the Week

7) Show Courtesy

- Kind gestures - such as rubbing a resident's shoulder to provide comfort - make people feel better.
- Key words and phrases for excellent relations - "please", "thank you", "excuse me", and "my pleasure".
- Smile.
- Lend a helping hand to your co-workers before they have to ask.
- When a family member approaches the nursing station - stop what you are doing, make eye contact, smile and say - "May I help you?"

When it comes to relationships, it is the little things that are the big things.

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REMINDERS AND REFRESHERS

Hospitality House Rule of the Week

8) Never Walk By A Call Light

- Lend a helping hand to your co-workers.
- We are here to assist everyone.
- Many times, a patient's request for assistance is a simple request. Take care of what they need.
- Never say, "That is not my resident."
- Residents are the purpose of our work, not an interruption.

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9) Explain What You Are Doing

- People are generally less anxious if they know what is happening.
- Never disappear for more than 10 minutes to solve a problem without checking back to let the customer know what you are doing.
- Take the time to explain what you are going to do prior to transferring resident.
- When customers are worried, sick, in pain or have to go to the bathroom; every minute is like an hour.

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10) Anticipate Needs

- Often times, by being aware, you can anticipate what people need before they have to ask - so act promptly.
- Impress people with your awareness.
- Pay attention and remember the routines of residents.
- After you answer a call bell, before you leave the room, ask the roommate if they need anything.

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11) Protect Privacy And Confidentiality

- Watch what you say and where you say it - Remember, you are in the spotlight.
- Call people Mr. and Mrs. until they give you permission to call them by their first name.
- Remember to knock before entering a resident's room.
- When providing care - pull curtains, close doors and window curtains.

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REMINDERS AND REFRESHERS

Hospitality House Rule of the Week

12) Hand With Care

- Slow down when necessary -
Imagine you are on the receiving end.
- Limit your side conversations with co-workers while providing care.
- Touch people gently.
- Residents are the purpose of our work - They are not an interruption.

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13) Preserve Dignity

- See the person when you look at a resident.
- Treat a resident as if he/she were your loved one.
- Respect resident autonomy.
- Allow your residents to make as many choices as possible.

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REMINDERS AND REFRESHERS

Hospitality House Rule of the Week

14) Communicate Appropriately

- Your words and tone should be pleasant.
- Be aware of the messages you send through your body language.
- In relationships, the little things are the big things - "Please." "Thank you." "My pleasure."
- Stay calm - no matter what.
- Apologize if someone is upset.

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REMINDERS AND REFRESHERS

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15) Respond Quickly

- When customers are worried or sick, every minute is like an hour.
- Explain what you are doing if you are delayed.
- Apologize for delays.

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16) Keep It Quiet

- Excessive noise annoys residents.
- Noise at night keeps residents awake and delays their recovery.
- Noise raises anxiety.
- Be considerate, this is a place of healing.

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17) Enjoy People And Their Diversity

- Learn to accept people for who they are.
- Try to see it from the other person's perspective.
- Understand that people's needs are basically the same at some level and treating others with respect will create the most goodwill.
- Let us be a model community where people come together from various cultures and backgrounds (our co-workers) for the common goal of delivering quality resident care.

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18) Compliment Freely And Sincerely

- Everybody enjoys a nice compliment, especially the residents.
- Notice the residents who had their hair done and let them know how nice they look.
- Let your co-workers know if you enjoy working with them.
- Good thoughts left unsaid mean nothing.

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19) Listen With Care

- Demonstrate that you care by taking the time to listen.
- Be patient - seek out the main point.
- If a patient is in a wheelchair, lean down to their level and face them.
- Maintain eye contact.
- Listen with understanding from their point of view.

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