Customer Service



"Enhancing Customer Service Excellence"

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TRAINING OBJECTIVES

- To develop problem-solving abilities.
- To ensure consistency in service delivery.
- To build confidence in dealing with customers.
- To develop and enhance communication skills.

OUTLINE

- Definition
- Elements of Customer Service
- How to Communicate effectively
- Handling Customer Complaints
- Understanding Customer Service
- Effects of good Customer Service



WHO IS A CUSTOMER?



WHAT IS CUSTOMER SERVICE TO YOU?

CUSTOMER SERVICE

"**Customer Service**" is the act of providing support and assistance to customers from their first point of contact, addressing their needs and concerns, and ensuring their overall satisfaction as the outcome of the service provided.

A "**Customer**" is an individual or organization that purchases or uses goods or services from a business.

A "**Client**" typically refers to a person, organization, or entity that engages the services or expertise of another person, organization, or professional, often in a contractual relationship.

Customer service is not always verbal, sometimes is it non-verbal. Your facial expression, your body language, your overall appearance as a person and as a facility. Customer service must tick three things. One is providing support and assistance, next is address the patient's needs and concerns and the last is it must ensure the overall satisfaction as the outcome of the services you have provided.

A **customer** in this case, as described is our patients.

Our **clients** are the people we have a contractual relationship with. For example, Ghana Water Company, Electricity Company of Ghana, Waste Services, Pharmaceutical Companies, Maintenance Services etc.

ELEMENTS OF CUSTOMER SERVICE

- Attitude
- Knowledge
- The look & feel
- Sales & Techniques
- Processes & Procedures

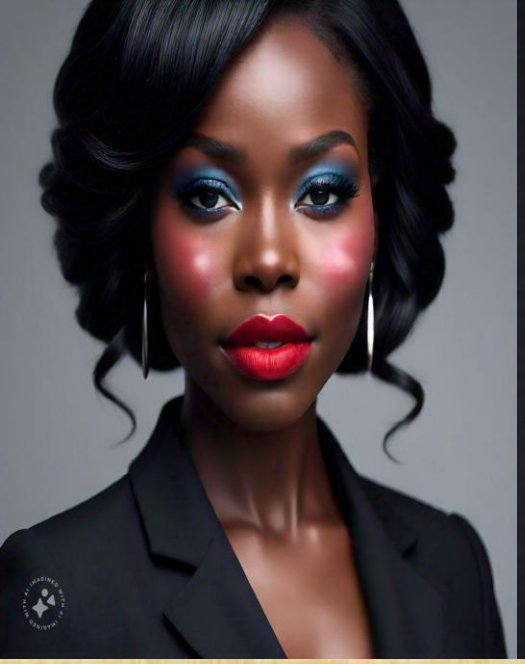
These five elements come together to make up the definition of customer service. Attitude can be positive or negative. As service providers we need to be conscious of our body language, tone and even the words that we communicate with especially when dealing with Patients. Only positive words, a calm tone and welcoming appearance is good attitude.

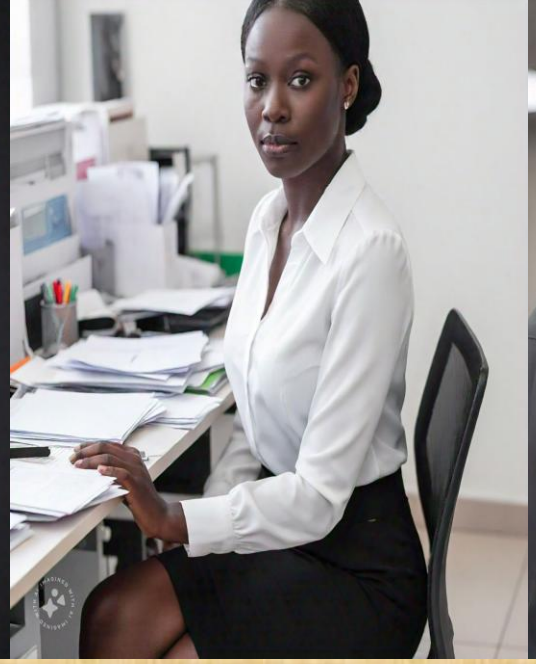
- **Attitude**: As service providers we need to be conscious of our body language, tone and even the words that we communicate with especially when dealing with Patients. Only positive words, a calm tone and welcoming appearance is good attitude.
- **Knowledge**: As a service provider, you should know your duties and what the hospital does. Fully understanding your specific duties to ensure no gaps in patient care. Being able to explain FOCOS's core services (e.g., Spine, Joint Replacement, Paediatric Orthopaedics) and where different departments are located. Having the information necessary to answer basic FAQs about visiting hours, registration, or billing, which reduces patient frustration.
- **Look and feel:** The feeling that "I am in the best hands possible". How clean the hospital looks, how welcoming the staff are, acknowledging the difficulty of the patient's journey while remaining confident in the medical outcome. Not just focusing on the surgery, but on the life that follows (walking again, playing with kids, returning to work).
- **Processes & Procedures:** Following the exact steps for patient registration, scheduling, or discharge to prevent errors. Streamlining workflows to reduce waiting times, which is a key part of "Value-Based Healthcare." Strictly adhering to clinical and administrative procedures to maintain FOCOS's low infection rates and high surgical success.
- **Sales & Techniques:** Highlighting why FOCOS is the "Top Choice" (e.g., board-certified surgeons, state-of-the-art MRI/CT, compassionate care). Using techniques to keep in touch with patients after their visit, ensuring they feel cared for long after they leave the building. Another way of driving sales is through health screenings, community outreaches and social media posts.

POOR NON-VERBAL CUSTOMER SERVICE

- Physical aspects of bad customer service are often related to non-verbal communication, environment, and employee presentation, for instance:

- Nodding
- Shouting
- Body odor
- Slouching
- Frowning
- Bad breath
- No name tags
- Untidy clothes
- Using Cell phones
- Unkempt desk area
- Avoiding eye contact







These are images of negative elements of poor customer service.















These are images of positive elements of good customer service.









HOW TO COMMUNICATE EFFECTIVELY

On your left are statements that are likely to start a fight when used during conversations with your customers and on the right is the right thing to say when engaging in a conversation

FIGHT STARTERS 	COMMUNICATION HELPER 
• Relax!	• Let's give it a moment while you stay calm and work through this
• You have to/must!	• Will/Can you please?/ Would you be able to?
• That is just how it is	• I understand how that could be frustrating,(explain why it is the way it is)
• You are confusing me	• I am confused, I am a bit unclear, could you help me understand?
• I can't! It is not my job	• Let me see if I got this right/ I think I can handle this
• That is not our fault!	• We value your input/ feedback and will consider it moving forward.
• Cutting off the customer mid-sentence.	• Allow the customer to finish speaking fully.
• You didn't do this right/ You are wrong/ (escalates conflict)	• I see there has been an error, let's look into it together. (encourage collaboration)

HANDLING & UNDERSTANDING CUSTOMER COMPLAINTS

These are the steps to guide you handle and understand a customer's complaint.

- **Active Listening:** Allow the customer to speak without interruption, focusing on the customer's words.

- **Positive Language & Communication:** Summarise and restate the concern to confirm understanding, ask clarifying questions if needed while maintaining the right tone of voice.

- **Empathy & Take Responsibility:** Maintain the ability to understand and respond to the feelings of customers' while offering a sincere apology.

- **Problem-solving:** Ask targeted questions to gather all necessary details about the problem, analyze the root cause of the problem and present clear options for resolution.

- **Follow Up:** Ensure the customer's issue is resolved to their satisfaction and thank them for their feedback. Don't forget to follow up on them from time to time.

EFFECTS OF GOOD CUSTOMER SERVICE

- **Customer Satisfaction and Loyalty:** Satisfied customers are more likely to return.

- **Enhanced Brand Reputation:** Satisfied customers are likely to recommend your business to others, amplifying your brand's reputation.

- **Increased Sales and Revenue:** Long-term relationships lead to increased spending over time.

- **Employee Satisfaction and Motivation:** Employees engaged in delivering good service often feel valued and motivated.

Note: When one practices good customer service, these are the effects.

QUESTION OF THE DAY

Is the customer always, right?

What do you think?



THANK YOU

for staying through to the end
of this training.
I hope you have learnt
something valuable today!