



7 Customer Service Habits That Boost Patient Satisfaction – Tips for being at your best

1. Engage early
 - a. Make eye contact and smile immediately. This is universal language that crosses all cultures and languages and helps make a connection.
 - b. Give a verbal greeting (good morning, good afternoon, or a simple hello will work). These simple words create a welcoming and warm first impression.
 - c. Be observant to identify opportunities to assist. Do they look lost? Are they walking with a cane or walker and approaching a closed door? Jump in and offer to assist.
2. Assume a neutral position
 - a. Suspend judgement. If you can remain neutral in your thinking, you can listen better and engage more. Remember - You can't judge a book by its cover.
 - b. Staying neutral is the first step in developing and showing empathy.
3. Show empathy
 - a. We are emotional creatures. We have a strong need to feel understood and supported. We can achieve this in both words and actions (verbal and non-verbal).
 - b. Body language is key. Be aware of your body language at all times, including your facial expression. How do you show up? Keep body language open. Use eye contact, listen and nod appropriately.
 - c. Have a few key empathy statements and use them. Even simple statements like "I see," "I understand," and "that must be difficult," are all powerful tools in demonstrating empathy.
4. Communicate like a pro
 - a. Patients need information about what to expect next. A large percent of customer service issues arise because of failed communication.
 - b. Use G.R.E.A.T. communication (Greet, Relate/Recap, Explain, Ask, Tell & Thank)
 - c. Listen carefully and demonstrate that you are listening with verbal and nonverbal cues.
 - d. Explain what you are doing and what the patient or family member can expect next.
 - e. Make an effort to keep them informed of wait times by regular interactions even if you don't have all the answers. It shows you care and haven't forgotten them.
 - f. Use open-ended questions to get others to open up.
5. Show respect at all times
 - a. Please and thank you never go out of style and should be sprinkled liberally throughout encounters.
 - b. Avoid giving commands and make requests instead.
 - c. Use the person's name throughout the discussion.
 - d. Avoid terms of endearment i.e. Honey, sweetie, hon.
6. Do at least one thing that will make them feel valued and special.
 - a. Say, "We're glad you're here."
 - b. Ask if there is anything else you can do for them
 - c. Offer comfort measures (warm blanket, water etc.)
7. Make your last impression a Lasting impression
 - a. Summarize the key points of the visit.
 - b. Ask if there is anything more you can do for them.
 - c. Thank them for choosing your organization. It's an honor.