Offering Service

Appropriate ways to offer service in a Healthcare Setting
### Summary of the Healthcare Warrior’s Training Programme - 14 Modules.

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Module #3: Offering Service

The aim of this module

✓ Know what the Offer of Service standards are
✓ Understand why we need to adhere to the Offer of Service standards at all times.

Why do we need to offer service? Why can’t they just ask us for it?

Service. It’s something you give - not wait to be asked for. Remember that and you’ll always be a customer service superstar.

As mentioned in the Greetings module, we established that it is important to offer service to our Patients within a 3 minute period.

Why? Because we must maintain service standards that adhere to our
Four Pillars of Service Philosophy - PPWR.

Professional - We consistently serve Patients within a specified time frame
Personal - We always use the Patient’s name
Warm - Through our words and actions, we show Patients that we care about them and their needs
Responsive - We serve Patients within a 3 minute period or when we can see that they need it.

When Patients feel that in the hospital environment, the staff care and are eager to help, they will be more happy and satisfied. In turn, the positive atmosphere will make our jobs far more easier and enjoyable.

Offering service also improves positive “word of mouth” for our business.

By offering service which adheres to PPWR we have the ability to
generate great word of mouth - we want people to say - “The staff here are VERY helpful - we never have to ask for anything - they always offer their service”.

CHAT POINT

Have you ever gone into a store where you really wanted to buy something, and even though upon entering the store you were seen by the assistant, no-one came up to help you and offer assistance?

How did that make you feel?
Offering Service Standards

There are four (4) main service offer standards that MUST BE met as a minimum.

1. Look the person in the eye
2. Face your whole body towards the person
3. Personalise Conversation - Use the Patient’s name and if possible the patient’s visitor’s names
4. When offering service, begin with “May I...?”

REMEMBER...

Airline passengers want more than a flight.
Hotel guests want more than a room.
Restaurant patrons want more than a meal.
Healthcare Patients want more than just somewhere to get well.
Eye Contact - 1

1. Look the person in the eye

Appropriate eye contact shows that you are focused on that person, and at that point in time, that particular Patient or visitor is our main concern.

Did you know that you can tell when someone likes you just through their eyes?
Eye contact communicates interest in someone. When we like someone this occurs naturally, and we will tend to look at them a lot. You can tell when a person really likes you, because their pupils will dilate ;)

LEARNER ACTIVITY

When giving eye contact, what are some things to keep in mind?
2. Face your body towards the person

As with eye contact, facing your body towards the Patient or visitor shows that you are focused on them in that moment and open to what they have to say.

REMEMBER - Body Language is a form of non-verbal communication.

It can:

• affect how people think of you
• reveal if someone is lying to you
• improve your overall communication
• make people like or dislike you
•

Body language is very powerful.

By positioning your body and head towards the other person, you signal that you are interested. You can certainly move your body and head around, but for most of the time, when you are offering service, you must face your body squarely towards the person.

CHAT POINT

What impressions do you give when you are not fully facing the person that you are talking to? How do you think it makes them feel?
3. Use a Person’s name and, if possible their Visitor’s names

Using the person’s name is important for personalised service. It gives Patients a sense of belonging, which is important, as this is their temporary home.

**LEARNER ACTIVITY**

What are UNACCEPTABLE terms/names to call Patients, when adhering to our PPWR Philosophy?

[Blank lines for writing answers]
4. When offering service begin with “May I…”

The correct way to begin asking a Patient if they would like assistance is to say “May I...”. “May I...” is a professional way of asking permission to do something, and in this instance, asking the Patient’s permission to assist them.

**CHAT POINT**
What is the difference between saying “Can I...” and “May I...”?

**LEARNER ACTIVITY**
What are some unacceptable ways of offering assistance to Patients? List them here and discuss.

REMEMBER...
Airline passengers want more than a flight.
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Restaurant patrons want more than a meal.
Healthcare Patients want more than just somewhere to get well.
The Healthcare Warrior’s 10 Commandments of Superior Customer Service

Customers are:

1. The most important people in any organization
2. Not dependant on us – we are dependant on them
3. Not interruptions to our work – they are the purpose of it
4. Doing us a favour when they call – we are not doing them a favour by serving them
5. Part of our organization
6. Not cold statistics – they are human beings with feelings like our own
7. Not someone to match wits with
8. People who have wants – it’s our job to fill those wants
9. Deserving of the most courteous and attentive treatment we can give them
10. The lifeblood of this and every organization

PPWR. PPWR. PPWR.
TRAINER’S NOTES
Session Time - 20 minutes

Offering Service

Appropriate ways to offer service in a Healthcare Setting
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*TRAINER’S NOTES...

PARTS IN ORANGE DO NOT APPEAR IN THE PARTICIPANT’S HANDOUT AND ARE THERE AS PROMPTS FOR THE TRAINER.
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CHAT POINT

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REMEMBER...

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Restaurant patrons want more than a meal.
Healthcare Patients want more than just somewhere to get well.
1. Look the person in the eye

Appropriate eye contact shows that you are focused on that person, and at that point in time, that particular Patient or visitor is our main concern.

**ROLE PLAY - 2 scenarios - In pairs.**

1. Participant A asks questions of participant B, but A is not to look at B at all, ie look away or over their shoulder.
2. Swap over and this time, B asks the questions, and this time they stare intimidatingly at A whilst asking questions.

**LEARNER ACTIVITY**

When giving eye contact, what are some things to keep in mind?

- Make Eye contact but do not stare
- Don’t focus on just one spot
- If patient is seated or lying down try to move to a position where your eyes are level i.e do not “look down” or intimidate.

**Did you know that you can tell when someone likes you just through their eyes?**

Eye contact communicates interest in someone. When we like someone this occurs naturally, and we will tend to look at them a lot. You can tell when a person really likes you, because their pupils will dilate :)

**TRAINER NOTES**

[Image of healthcare professionals]
Body Positioning - 2

2. Face your body towards the person

As with eye contact, facing your body towards the Patient or visitor shows that you are focused on them in that moment and open to what they have to say.

REMEMBER - Body Language is a form of non-verbal communication.

It can :-

- affect how people think of you
- reveal if someone is lying to you
- improve your overall communication
- make people like or dislike you

Body language is very powerful.

By positioning your body and head towards the other person, you signal that you are interested. You can certainly move your body and head around, but for most of the time, when you are offering service, you must face your body squarely towards the person.

ROLE PLAY - In pairs

Participants offer assistance to each other, but their bodies are totally facing in opposite directions. How did this make them feel?

CHAT POINT

What impressions do you give when you are not fully facing the person that you are talking to? How do you think it makes them feel?
3. Use a Person’s name and, if possible their Visitor’s names

Using the person’s name is important for personalized service. It gives Patients a sense of belonging, which is important, as this is their temporary home.

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**LEARNER ACTIVITY**

What are UNACCEPTABLE terms/names to call Patients, when adhering to our PPWR Philosophy?

Darl, Mate, Luv, Sweetie, Hun, Hey, Buddy etc
Begin with “May I” - 4

4. When offering service begin with “May I...”

The correct way to begin asking a Patient if they would like assistance is to say “May I...”. “May I...” is a professional way of asking permission to do something, and in this instance, asking the Patient’s permission to assist them.

CHAT POINT

What is the difference between saying “Can I...” and “May I...”?

LEARNER ACTIVITY

What are some unacceptable ways of offering assistance to Patients? List them here and discuss.

ROLE PLAY - In pairs

Each person to pair up and role play offering service from start to finish.

REVIEW MODULE AIMS - DO PARTICANTS....

✓ Know what the Offer of Service standards are
✓ Understand why we need to adhere to the Offer of Service standards at all times.

ANY QUESTIONS? FEEDBACK?
Customers are:

1. The most important people in any organization
2. Not dependant on us – we are dependant on them
3. Not interruptions to our work – they are the purpose of it
4. Doing us a favour when they call – we are not doing them a favour by serving them
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7. Not someone to match wits with
8. People who have wants – it’s our job to fill those wants
9. Deserving of the most courteous and attentive treatment we can give them
10. The lifeblood of this and every organization

PPWR. PPWR. PPWR.

This Customer Service Training Module is 3 of 14 designed and authored by the Healthcare Warrior - Grant Muddle. (Serious Title. Serious Mission.) You can catch up with Grant and ask questions on his blog...

http://healthcarewarrior.com