

Includes Chat Points and Learner Activities
PLUS Trainer's Notes

The 4 Pillars of Service

"We've got the PPWR (power)"





Summary of the Healthcare Warrior's Training Programme - 14 Modules.

Module	Service Standards Description
1	The 4 Pillars of Service - You've got the PPWR
2	Greetings -The importance of a warm and professional greeting on arrival
3	Offering Service - Appropriate ways to offer service in a Healthcare setting
4	Requests - How to handle requests professionally
5	Unreasonable requests - How to compromise with positive outcomes for all
6	Dealing with complaints in a Healthcare setting - From the patient and from the patient's family/loved ones
7	How to deal with angry and irritated patients
8	Serving children
9	Addressing the specific needs of women
10	Appropriate ways to touch patients
11	Professional dress standards
12	Telephone Etiquette - Answering the Telephone professionally - Why its such a big deal
13	Telephone Etiquette - Transferring calls - How to and when is it OK
14	Telephone Etiquette - Taking messages and the importance of relaying them correctly to patients



Module #1: The 4 Pillars of Service

The aim of this module

- ✓ To differentiate between poor & exceptional customer service
- ✓ To introduce the 4 Pillars Of Service
- ✓ To develop a clear understanding of what the 4 Pillars Of Service stand for
- ✓ To keep the 4 Pillars Of Service in mind whilst conducting daily tasks

Why Do We Need To Have Standards Of Service in Healthcare?

Customer service in the Healthcare industry is finally getting the attention it deserves. Outstanding service ensures survival in increasingly competitive markets. We can't afford to ignore its importance.

The Healthcare Industry is starting to recognise the need for superior customer service. However, because those formulating policy have not considered the industry to be a 'service' provider, standards are way behind other service-orientated industries. **This is causing (financial) damage to the Healthcare industry.**

What is Customer Service? Why is it important?

Customer service is anticipating and satisfying the needs of your customers and potential customers in a consistent and dependable manner.

Great service in the Healthcare Industry cannot always be gauged by the normal service measures used in other industries e.g. "fast" does not always mean "good" in Healthcare.

The industry still needs to establish the indicators that demarcate good service vs. bad service. Health Industry benchmarks are needed.

This Healthcare Customer Service Training Module series works towards establishing those benchmarks. We have a lot of catching up to do.



CHAT POINT

Think about your favorite café or restaurant. Why do you go there?
Think about the worst service you've encountered. Would you go back?



Who are your customers?

YOUR CUSTOMERS - Who are they exactly?

Before you can meet the expectations of your customer's, we must first understand who our customers are. There are 2 types of customers – external & internal.

External

External Customers – are the customers who pay for your organization's product or service.

Internal

Internal Customers - are the people within your organization who rely on you to provide services, products or information they need to do their jobs.



LEARNER ACTIVITY

Who are your external & internal customers?



Service foundations

Foundations of Superior Customer Service

What makes one organization better than another organization? With your experience as a customer, you can probably name several characteristics that make one company shine above the rest? These companies have a genuine interest in exceeding their customers' expectations. They want their customers to walk away thinking how great the service was.

3 Main Characteristics

There are 3 main characteristics that are the foundation to providing exceptional customer service:

- SKILLS – knowing how to complete all the tasks within your job function
- KNOWLEDGE – the experience of and lessons learnt from doing your job
- ATTITUDE – the energy & enthusiasm & positive feelings you have towards your job & dealing with customers



CHAT POINT

What makes great customer service?
What makes lousy customer service?
What happens to organizations that provide poor customer service?



LEARNER ACTIVITY

Why would customers choose us over our competitors. What do we offer that our competitors don't?



The 4 Pillars - PPWR

What gives us the power to make a difference?

For our potential patients or guests, coming to a hospital or clinic is a **very stressful time** and patients want their temporary home to be happy, welcoming & comfortable.

We want our high standards of service to differentiate us from our competitors, because at the end of the day, without our customers/patients, we don't have a business, and without a business, none of us would have jobs.

Our patients are our business.

In the Healthcare Industry, we want to create a culture that is focused on excellence in service.

Believing in the 4 Pillar's of Service and practising them will give you the power to deliver exceptional service every time.

The Healthcare Warriors 4 Pillar's Of Service

- ➔ Professional
- ➔ Personal
- ➔ Warm
- ➔ Responsive

“We've got the PPWR (power)”



PPWR in Practice

Professional Service

- Knowing our jobs
- Knowing our company's standards, procedures & policies
- The way we dress & our hygiene standards
- Having an appropriate work attitude
- Having pride in what we do

Personal Service

- Treating customers as individuals, not a number. Consider them a guest.
- Respecting and acknowledging resident's rights and choices
- Ensuring that a customers' individual environment is well maintained & their personal belongings looked after

Warm Service

- It's doing everything with sincerity

Responsive Service

- Responding to customers & their relatives needs in a caring & timely manner
- Taking the time to listen to our customers



CHAT POINT

A useful way of thinking about patients in a Healthcare setting is considering them like guests in your own home, or valued customers in your own restaurant or cafe. **How do you treat your guests? What do you do to make them feel special?**



Summary

It's all good in theory. How can I practise PPWR?

What to keep in the back of my mind?

Everyday, while we are doing our jobs, we have the PPWR to make a difference!

If we remember to be professional, personal, responsive and warm at all times our customers will receive the best of service. Our business will benefit.

PPWR. PPWR. PPWR. - Consider it your mantra from now on 😊

PLUS, keep this summary handy - somewhere you can read it every day...

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

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TRAINER'S NOTES

Session Time - 40 minutes

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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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The aim of this module



- ✓ To differentiate between poor & exceptional customer service
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- ✓ To keep the 4 Pillars Of Service in mind whilst conducting daily tasks

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The Healthcare Industry is starting to recognise the need for superior customer service. However, because those formulating policy have not considered the industry to be a 'service' provider, standards are way behind other service-orientated industries. **This is causing (financial) damage to the Healthcare industry. Did you know that it costs 6 times more to attract a brand new customer than to keep an existing one or have one referred by word of mouth!**

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Learner Activity to be done in groups...



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CHAT POINT

What makes great customer service?
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ANSWER TO LAST QUESTION: Company's go out of business, our customers are the business!



LEARNER ACTIVITY

Why would customers choose us over our competitors. What do we offer that our competitors don't?

Location . Food quality . Price . Reputation . Nursing care . **Service**



The 4 Pillars - PPWR

TRAINER NOTE: This is THE message of the module, so this needs to be hyped up. Sing the song, “we’ve got the power”. The more you do it now, the more it will stick in people’s minds and wherever they are, and if they hear this song, it will remind them of the 4 Pillar’s. You will feel a sense of achievement when you walk through your offices and you hear people singing this song 😊

What gives us the power to make a difference?

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Sing this: 😊

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Review Session

Have you met the objectives of this module?

Ask participants to answer all the module's objectives that were highlighted at the commencement of the session.

Have they achieved/are they able to understand all the objectives?

Can they:

- ✓ Differentiate between poor & exceptional customer service?
- ✓ List the 4 Pillar's Of Service?
- ✓ Articulate a clear understanding of what the 4 Pillar's Of Service stand for?
- ✓ See themselves using the 4 Pillar's Of Service whilst conducting daily tasks?

To close, ask participants to remember this...

- ➔ Airline passengers want more than a flight
- ➔ Hotel guests want more than a room
- ➔ Restaurant patrons want more than a meal

So, why wouldn't Health Care customers want more than just somewhere to be medically treated?

End Session.

