As a Patient Access Specialist...

• You are the FIRST IMPRESSION patients have of UMC.

• If patients are treated poorly by you, that NEGATIVE INTERACTION will affect the rest of this visit and could PREVENT THEM FROM COMING BACK.

• You must provide EXCELLENT CUSTOMER SERVICE because you are the FOUNDATION of CUSTOMER SERVICE at UMC.
What to Expect...

• This module will list the secrets of excellent customer service.
• You will be exposed to practical methods of great customer service you can apply immediately.
• A quiz at the end will measure what you learned.
The Secret

**PUT THE NEEDS OF CUSTOMERS BEFORE YOUR OWN.**

- If you’re going to succeed in Customer Service, this must become second nature to you.
- Patients coming to UMHC are at their worst, therefore we must be at our very best.
- It isn’t the patient’s responsibility to make your job easy.
- Our hope is that all patient’s will be polite and respectful. But when they aren’t, YOU MUST REMAIN CALM AND PROFESSIONAL!
Customer Service

- Customer service is the ability to provide quality assistance to ANYONE we interact with in person, on email, or over the phone.

- Some examples of people we provide customer service to on a day-to-day basis are patients, patients’ family members, UMMC Employees, and vendors.

- To provide successful customer service, we MUST MAKE THE NEEDS OF OTHERS OUR PRIMARY FOCUS.
Examples of Bad Customer Service

- Talking on your cell phone while patients/visitors WAIT FOR ASSISTANCE.

- ROLLING YOUR EYES OR SIGHING in response to a patient’s question.

- Allowing the office phone to ring MORE THAN THREE TIMES before answering or NOT ANSWERING AT ALL.

- Holding a conversation with your co-worker while a patient at your desk waits for assistance.
Examples of Good Customer Service

- OFFERING ASSISTANCE to a patient/visitor in the hallway who appears to be lost.

- GREETING a patient/visitor when they walk into your office, even if you are assisting someone else.

- IDENTIFYING your department and name when answering the phone.

- Displaying a FRIENDLY and COURTEOUS smile when providing assistance.
Delivering Good Customer Service

- **Appear Friendly (Smile):** Even if you are having a bad day, don’t let it affect how you talk to people. Treat others as you would like to be treated. Smile when you answer the phone and it will be reflected in your voice. It takes 72 muscles to frown, only 14 to smile.

- **Speak To People:** There is nothing better than a cheerful word of greeting.

- **Make Eye Contact:** Never talk to someone while looking through papers or turn your back while talking to them. Make them feel important and give them the respect they deserve.

- **Recognize People Waiting for Assistance:** Be sure to tell them you will be right with them and apologize for the wait.
Delivering Good Customer Service (cont’d)

- **Be A Good Listener:** Take the time to identify the needs of others by asking questions and concentrating on what they are really saying. Example - “So what you’re saying is (repeat what you heard)…” or “I want to make sure that I understand. Do you mean?…” (repeat what you think was meant). You might want to take notes during the conversation to avoid asking the person to repeat what they’ve already told you.

- **Treat Your Co-Workers Well:** You rely on your co-workers and they rely on you to get your jobs done. You need each other to be successful. Treat them as your internal customers. Assist them with respect and a smile.

- **Communication:** Communicate effectively through positive body language and a friendly tone of voice. It’s not only what you say that counts, it’s how you say it.
Delivering Good Customer Service (cont’d)

- **Go Above and Beyond:** People remember when their expectations were exceeded. Always go the extra mile.
- **Be Cordial:** Speak and act as if everything you do is a genuine pleasure. Be sure to use the magic words: please, thank you, and you’re welcome.
- **Be True To Your Word:** If you say you’ll follow up with someone regarding information, keep your promise.
- **Have A Proactive Attitude:** This is summed up as “I care about you and I’ll do what I can to take care of your needs.”
Telephone Etiquette

• Answer the phone on the FIRST ring or at LEAST by the third.

• Identify your department and name when answering the phone.

• Never place a caller on hold or speakerphone without asking their permission.

• Do not place the caller on hold for long periods of time. If it takes longer than expected, ask the caller if they would like to continue to hold or if they would like you to call them back.
Telephone Etiquette

- Always obtain correct spelling of the caller’s name, the time and date of the call, and the nature of the call. It also a good idea for the person who took the message to leave their name as well.

- When transferring a call, always provide the caller with the extension in case the call is disconnected.
Customer Service Tips

- Act Like You’re Happy to See Patients: Showing interest in a person makes them feel welcome, important, and comfortable.

- Speak Clearly: A mumbled conversation impedes communication and leads others to believe you do not know what you are talking about.

- Speak Wisely: Remember the patients/visitors you encounter may not work in a healthcare environment. Avoid using technical jargon or slang. Be professional and speak in terms they understand.
Customer Service Tips

- **Expressiveness:** Use a calm tone and moderate pace. Never raise your voice. When tempted to do so, think of the long term affects it will have...for you and the patient.

- **Courtesy:** Be positive, cheerful and helpful with a smile in your voice.

- **Sincerity:** Empathize to ensure your concern is genuine.
Customer Service

If you keep the following in mind, you will exemplify good customer service:

❖ Treat people the way you want to be treated.
❖ Remember that patients are our first priority.
❖ Everyone at University Hospital Health Care plays a vital role in providing quality customer service. We must do our best to make everyone that enters the doors of the hospital feel welcome.