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Three: Championing Buy-In and Ownership- You Can't Do It Alone; The Customer Service Champion; Creating a Customer Service Team; Lessons Learned from Team Member Selection; Getting Support from the Top; Creating a Team Mission Statement; Defining Expectations of Team Members; Ground Rules; Team Goals; Summary; Chapter Four: Where Are You Now?-Establishing Your Baseline; Gathering Baseline Data; Baseline-the Patients' Perspective; Baseline-the Employees' Perspective; Baseline-the Medical Staff's Perspective Seeing the Big Picture Summary; Reference; Chapter Five: Creating Meaningful Standards to Live By; Why Create Standards for Customer Service Performance?; Who Should Define the Standards?; Look for Role Models; Make It Their Idea; Focus Group Objectives and Discussion Guide; Conducting Focus Groups; Scheduling the Groups; Extending a Welcome; Setting the Ground Rules; Summarizing the Results; Moving from Discussion to Specific Behaviors; Summary; References; Chapter Six: The Training Sessions-Getting Everyone on the Same Page; Seek First to Understand, Then to Be Understood One Size Doesn't Fit All-Understanding Unique Training Needs Management Training; Tie the Message to Existing Policy; Keep It Interesting; Rethink the New-Employee Orientation; Corporatewide Training; Make Training Accessible and Diversified; Who Should Be Included in the Training Sessions?; Session Evaluations; Graduating to a Second-Generation Customer Service Team; Summary; References; Chapter Seven: Keeping the Effort Alive; The Real Work Begins; Departmental Action Plans; Make Your Promise Visible; Provide Patient Satisfaction Data; Coach the Coaches; Communication; Employee Newsletters Bulletin Boards

Sommario/riassunto

Research confirms that it is six times more costly to attract a new customer than it is to retain an existing one. Creating a culture of service excellence requires planning, preparation, and persistence. Customer Service in Health Care is designed to provide readers with the fundamental information and skills to start or strengthen a customer service initiative within a health care organization. This book concentrates on action as opposed to theory. It offers a practical, step-by-step process for creating a culture shift toward customer service excellence at all levels of an organization, and

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