



EXCEPTIONAL SERVICE BASED ON PRINCIPLES

IT'S WITHIN US ALL



COURSE OVERVIEW

Over the last five to ten years the laboratory industry has recognized the necessity of delivering exceptional customer service. Laboratories need to satisfy their customers, support their health care systems' objectives, and differentiate their services to remain competitive. Naturally, laboratory managers have turned to training programs, service initiatives, and culture reforms to achieve a customer-oriented business model. However, all too often, these customer service training programs only encompass "skills" training without addressing the personal motivation and buy-in necessary for providing exceptional service. Void of personal commitment to service-oriented behavior, all the customer service skills and know-how in the world are useless.

This course speaks to the personal commitment necessary to put customer service best practices into action. There is no doubt, and no shortage of statistical proof, that exceptional customer service is the differentiating factor in market growth, customer retention, and basic industry competitiveness. But if employees don't connect the direct benefits of service-oriented behaviors to their own job and personal satisfaction, there can be little hope for progress. Participants in this course will be able to recognize the positive outcomes of a personal commitment to service excellence. They will engage in activities specifically designed to create a paradigm shift—moving them from executing activities directed by management to regarding the practice of service excellence as a means of validating their value to patients and physicians, co-workers, their laboratory organization, and, more importantly, their own self-worth.

LEARNING OBJECTIVES

Participants will be able to:

1. Feel empowered to make good decisions, and be able to support their actions and solutions, based on doing what is important to the customer in order to promote an excellent service experience.
2. Evaluate the outcome of a service interaction to determine whether or not it constitutes a job well done.
3. Generate solutions based on doing the right thing in relation to technical decisions regarding patient care.
4. Select appropriate opportunities where they can be empowered to make good decisions, based on an analysis of the situation at hand, in order to execute excellent service.
5. Make service-related decisions based on the organizational objective of providing quality, timely results in a cost-effective manner.
6. Operate outside of departmental silos and work toward common objectives for service excellence.
7. Demonstrate ownership of a mission regardless of their position within the organization by functioning to support mission objectives.
8. Change and modify service delivery to enhance the service level experienced by their customers.
9. Apply service-delivery solutions that recognize customers' conditions or restrictions.
10. Construct methods for enhancing service outcomes beyond simply executing the specific elements of their job description.



COURSE OUTLINE

BARRIERS TO EXCEPTIONAL CUSTOMER SERVICE

Organizational barriers

Personal barriers

SO WHY EVEN BOTHER?

Organizational reasons

Personal reasons

IT'S WITHIN US ALL

Understanding what we control and what we don't

MANAGING YOUR CIRCLE OF CONTROL

Strategies for developing your circle of control

"Snap it"

THE AVERAGE OF FIVE

Who affects your average?

Increasing your average

DELIVERING EXCEPTIONAL SERVICE BASED ON PRINCIPLES

Keys to exceptional service

Defining principles

PRINCIPLES OF EXCEPTIONAL CUSTOMER SERVICE

WHO ARE YOUR CUSTOMERS?

SO NOW THAT WE KNOW WHO THEY ARE, WHAT IS IT THAT THEY WANT FROM US?

Description of exceptional service

Critical issues for typical customer groups

WHAT CUSTOMERS REALLY WANT

The five things customers seek

Defining moments for customers

IF WE KNOW WHAT CUSTOMERS WANT, THEN WHY DO THEY QUIT?

The four types of customers

Why do customers become "past" customers?

THE FRED STORY

WHAT'S THE FRED FACTOR?

APPLYING THE FRED FACTOR IN THE LABORATORY

Course duration: four hours

Note: This course is P.A.C.E.® eligible.





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