



Institute for  
Learning



## **EXCEPTIONAL SERVICE BASED ON PRINCIPLES**

it's within us all

[www.aruplab.com/education](http://www.aruplab.com/education)

**OCTOBER 2016**

*Information in this brochure is current as of October 2016. All content is subject to change.  
Please contact ARUP Client Services at (800) 522-2787 with any questions or concerns.*

## LEARNING OBJECTIVES

for participants

1. Be able to support actions and solutions based on doing what is important for the customer 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. Feel empowered to make good decisions based on an analysis of the situation at hand 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 position by functioning to support mission objectives.
8. Change and modify service delivery to enhance the service level experienced by customers.
9. Apply service-delivery solutions that recognize customers' conditions or restrictions.
10. Construct methods for enhancing service outcomes beyond simply executing specific elements of the job description.

## 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 healthcare 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 by engaging in activities specifically designed to create a paradigm shift—moving them away from executing activities directed by management to regarding the practice of service excellence as a means of validating their value to patients, physicians, co-workers, their laboratory organization, and, more importantly, their own self-worth.

## EXCEPTIONAL SERVICE BASED ON PRINCIPLES

it's within us all

### 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**

This course is P.A.C.E.<sup>®</sup> eligible.





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