



MANAGEMENT STRATEGIES

FOR CREATING A CULTURE OF
SERVICE EXCELLENCE



COURSE OVERVIEW

Since testing technology is essentially the same from one laboratory to the next, the level of service provided has become the most viable battleground for market-share growth. Even if market-share growth is not the primary objective, creating a customer-focused, customer-driven organization ensures optimal service levels for all laboratory end-users, while cultivating a more satisfying work environment for laboratory employees.

All too often employees are directed to provide service excellence without being given a clear understanding, specific standards, or incentives for executing those activities. In addition, many management teams expect service-excellence behavior from their employees without creating a workplace culture that inspires excellence or modeling the service behavior they expect.

This course provides management teams the opportunity to develop an organization-specific, laboratory-focused definition of service excellence, which will provide greater clarity, reduce ambiguity, and allow employees to have a more meaningful understanding of service excellence. Additionally, management teams will explore strategies for creating a culture of service excellence and identify ways to correlate the implementation of these winning strategies within their laboratory organization.

LEARNING OBJECTIVES

Participants will be able to:

1. Validate the positive financial impact of service-excellence strategies by using statistical findings presented during the course.
2. Execute successful service-excellence strategies developed during the course to transform their laboratory into a customer-driven organization.
3. Implement techniques for modeling, recognizing, and rewarding service excellence behaviors among their laboratory staff.
4. Develop and implement management processes that allow for input from employees at all levels.
5. Support and communicate management decisions based on service objectives as they relate to providing quality, timely results in a cost-effective manner.
6. Understand the value of celebration and be able to determine opportunities for using this strategy.
7. Recognize the value of survey information versus impromptu feedback.
8. Work collaboratively to develop service-excellence strategies that can be implemented within their laboratory organizations.



COURSE OUTLINE

KNOWLEDGE IS POWER: SO WHAT DO WE KNOW?

Statistics of customer service excellence.

THE STARTING POINT: DEFINE SERVICE EXCELLENCE

What is service excellence?

Does your concept of service excellence equal that of others?

Who is responsible for defining service excellence?

Defining service excellence begins with a clear understanding of what it means.

Modeling service excellence.

MAKING IT HAPPEN: IMPLEMENT STRATEGIES FOR CULTURAL REFORM

Strategy 1: Communicate a commitment to service excellence.

Strategy 2: Focus on management support of service excellence.

Strategy 3: Focus on interdepartmental support and cooperation.

Strategy 4: Value customer feedback.

Strategy 5: Hire for and retrain customer sensitivity.

Strategy 6: Manage customers' experience.

Strategy 7: Celebrate service excellence.

Course duration: four hours (plus one hour for survey-results review)

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





www.aruplab.com



ARUP LABORATORIES

500 Chipeta Way
Salt Lake City, UT 84108-1221
Phone: (800) 522-2787
Fax: (801) 583-2712

ARUP IS AN ENTERPRISE OF THE UNIVERSITY OF UTAH
AND ITS DEPARTMENT OF PATHOLOGY.