

# what do ENGINES & CUSTOMER SERVICE have in common?

## LEARNING OBJECTIVES

for participants

1. Recognize the critical role customer service skills play in delivering laboratory expertise.
2. Discuss the essential elements of managing a positive customer experience.
3. Appreciate the necessity of exceptional customer service being executed throughout an organization.
4. Identify individual customer groups and evaluate their unique priorities.

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

## COURSE OVERVIEW

Once upon a time, medical laboratory scientists could happily work at their bench aliquoting specimens, setting up test runs, counting cells, and looking through microscopes without being interrupted and/or bombarded with a multitude of questions. That sounds like a fairytale these days, doesn't it? The reality is that as long as laboratory medicine has existed laboratory professionals have needed to respond to a plethora of questions and interruptions.

Understanding the commonalities between well-functioning engines and customer service within the laboratory will help alleviate the frustration of managing testing in the midst of frequent disruptions.



**Course duration: one hour**

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