



Institute for
Learning



PURSuing SERVICE EXCELLENCE

the value and impact of customer
service strategies

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. Develop the skills necessary for managing successful customer interactions.
2. Implement active-listening skills to enhance customer satisfaction.
3. Utilize techniques for ensuring greater customer loyalty and retention.
4. Identify opportunities for improving service protocols and processes within the laboratory.
5. Recognize the value of a positive attitude and its contribution to a customer service culture.
6. Identify specific personality characteristics common to outstanding customer service providers that can be assessed during the hiring process.
7. Understand techniques available for “retooling” service skills and processes within the laboratory to create a customer-friendly organization.
8. Develop professional communication skills to enhance customers’ perceptions of the laboratory.
9. Determine the value of customer service and its impact on a laboratory’s ability to compete in the marketplace.
10. Incorporate strategies for dealing with angry and irate customers.
11. Develop alternative resolutions to create a service interaction where customers feel in control of their own service experience.
12. Determine the difference between dictating service interaction outcomes versus facilitating outcomes, which leads to a more satisfying customer experience.
13. Improve communication skills by understanding the implications of body language and tone of voice.

COURSE OVERVIEW

Over the past decade, hospital laboratories have experienced significant changes related to their scope of services and have expanded their role in the healthcare delivery system. Historically, hospital labs provided testing services only to the inpatient population. Today, they compete in the non-patient market, optimizing capacities, offering comprehensive services to their local communities, and growing their market share. This growth-oriented business model requires the laboratory to service a broad geographic territory, performing testing for physicians’ offices, nursing homes, home health, occupational medicine, and other niche markets. In doing so, hospital labs have developed comprehensive service offerings and technological capabilities. In the process, customer service has become one of the most significant and important differentiating competitive factors. The challenge faced by most hospital laboratories in regard to service issues is that their competitors have already set the service expectations. This leaves hospital laboratories needing to enter the marketplace fully prepared to match service levels or, in many cases, exceed current service expectations to compete successfully.

This course teaches the value and impact customer service strategies have on daily operations and how they directly relate to laboratory viability. It will educate participants about the evolution of the laboratory industry and show the value of a customer service mentality. Specifically, this course will provide skill development in the following areas:

- Identifying the most important customer groups
- Understanding customer types and their preferred interaction style
- Recognizing the fundamental building blocks of successful service interactions
- Using active-listening and professional-communication skills
- Applying techniques for handling irate and difficult customers



Test your customer service knowledge

Survey findings on customer service

A comprehensive look at customer service

Exercise: identifying your customers

Customer service fundamentals

Customer service skills and definitions

Developing positive customer relations

Discovering customers' needs

Exercise: discovering customers' needs and preparing alternative solutions

Exercise: the complexities of communication

Principles of communication

Communication and active-listening skills

Responding to customers' needs

Exercise: discovering and responding to customers' needs

Anticipating customers' needs

Exercise: discovering and anticipating customers' needs

Working together to meet customers' needs

Ensuring customer loyalty

Exercise: ensuring customer loyalty

How to handle the irate, angry, rude, cold, unhappy, and sometimes abrasive customers

Seventeen dimensions of customer service

Seven deadly sins for customer service providers

"Retooling" your customer service skills

Some final thoughts about customers

Course duration: four hours

This course is P.A.C.E.[®] eligible.



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