

quantifying the financial impact of CUSTOMER SERVICE EXCELLENCE

LEARNING OBJECTIVES

for participants

1. Identify opportunities for improving service protocols and processes within the laboratory.
2. Determine the value of customer service and its impact on a laboratory's ability to compete in the marketplace.
3. Recognize the positive financial impact that comes with implementing customer service excellence within the laboratory.

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COURSE OVERVIEW

Testing technology doesn't typically differ from one laboratory to the next, so the level of service provided is becoming a differentiating factor in laboratory success. Since the healthcare industry is beginning to recognize that delivering exceptional customer service is a critical differentiating factor for success, achieving customer service excellence internally and externally should be a priority for every laboratory operation.

This session will discuss the necessity of achieving customer service excellence and illustrate how exceptional customer service can have a positive financial impact on a laboratory's ability to compete in an extremely competitive industry.

Participants will receive the information necessary to justify the value of customer service excellence as a strategic priority within their laboratory organization and will be educated regarding the statistical correlation between exceptional customer service and a profitable laboratory business. Specifically, participants will be able to identify key concepts that will enable their organization to become a customer-driven business with a commitment to customer service excellence.



Course duration: one hour

This course is P.A.C.E.[®] eligible.