

# customer service WHAT'S IN IT FOR ME?

## LEARNING OBJECTIVES

for participants

1. Internalize the personal benefits associated with executing service excellence behaviors.
2. Determine the personal power that comes with “doing the right thing.”
3. Identify the characteristics necessary for providing exceptional customer service.

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## COURSE OVERVIEW

This workshop speaks to the commitment each and every one of us needs to embrace 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. However, if employees don't directly connect the benefits of service-oriented behavior to their job and personal satisfaction, little hope for progress exists.

Participants will come to recognize the positive outcomes related to making a personal commitment to service excellence principles and will engage in activities specifically designed to create a paradigm shift—moving from executing activities mandated by management and simply fulfilling job responsibilities to regarding service excellence principles as a means of validating patients, physicians, colleagues, and, more importantly, themselves.

**Course duration: one hour**

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

