

QUALITY CUSTOMER SERVICE

1.

- ▶ Quality = Excellence.
- ▶ Customer = End users of efforts.
- ▶ Service = Helping.

2.

CUSTOMERS TYPES

- ▶ Boss. No 1 Customer!
 - ▶ Colleagues.
 - ▶ Outside customer.
- (Real and potential customers)

3.

BUSINESS OF HEALTH CARE

- ▶ Purpose: To create customers.
To keep customers.
- ▶ Synonym of customers: Patients.

4.

- ▶ Foremost customer is self.
- ▶ Exercise Self love: Self belief.
- ▶ Self approval: Self Confidence.
- ▶ Self development. Personal development.
- ▶ Purpose of Life: Business of happiness.

5.

- ▶ Team efforts.
- ▶ Team cohesion; loyalty to purpose.
- ▶ Team harmony: Individual satisfaction: Fulfillment.
- ▶ Government of management: Infrastructure/procedures.
- ▶ Creating conducive environment for Quality Customer Service.

6a.

THE TEN Ps OF QUALITY CUSTOMER SERVICE

- ▶ People: Selection, Training, Delegation, Discipline.
- ▶ Product service improvements.
- ▶ Price: Pay less to get well.
- ▶ Promotion: Creating awareness.
- ▶ Place: Infrastructure; Maintenance; Cleanliness.

6b.

OTHER Ps OF QUALITY CUSTOMER SERVICE

- ▶ Profits: Revenues, Funding, Appropriating resources.
- ▶ Procedures: Killing queues, Managing time, Speed.
- ▶ Power: Electricity.
- ▶ Projects: Vision, Goals, Planning, Actions.
- ▶ Progress: Kaizen, Appraisal, Perennial Learning.

7.

CUSTOMER SERVICE INOCULATION

- ▶ General Vaccination = Collective consciousness.
- ▶ Booster doses: Reinforcing awareness.
- ▶ 42 days of Booster doses.
- ▶ Application on smart phones: Whatsaap.

8.

- ▶ Rewarding customers creates womm.
- ▶ Be a helper, not a seller.
- ▶ Display sincere intentions to help.
- ▶ Satisfaction is a perception of Quality.
- ▶ Let patients know: They're getting the best.

9.

- ▶ Creating awareness about healthcare.
- ▶ Speed, the essence of service.
- ▶ Learning more, new skills, modern techniques.
- ▶ Creating pleasant surprises, exceeding expectations.
- ▶ Becoming solution oriented.

10.

- ▶ The moment of Truth.
- ▶ Listen intently: listen actively.
- ▶ Listen with empathy.
- ▶ Listen to help.
- ▶ Get trust, Resolve complaints with understanding.

11.

- ▶ Be cheerful, happy, grateful.
- ▶ Observe the golden rule.
- ▶ Observe the revised golden rule.
- ▶ See you on Whatsaap.

**THANK
YOU.**