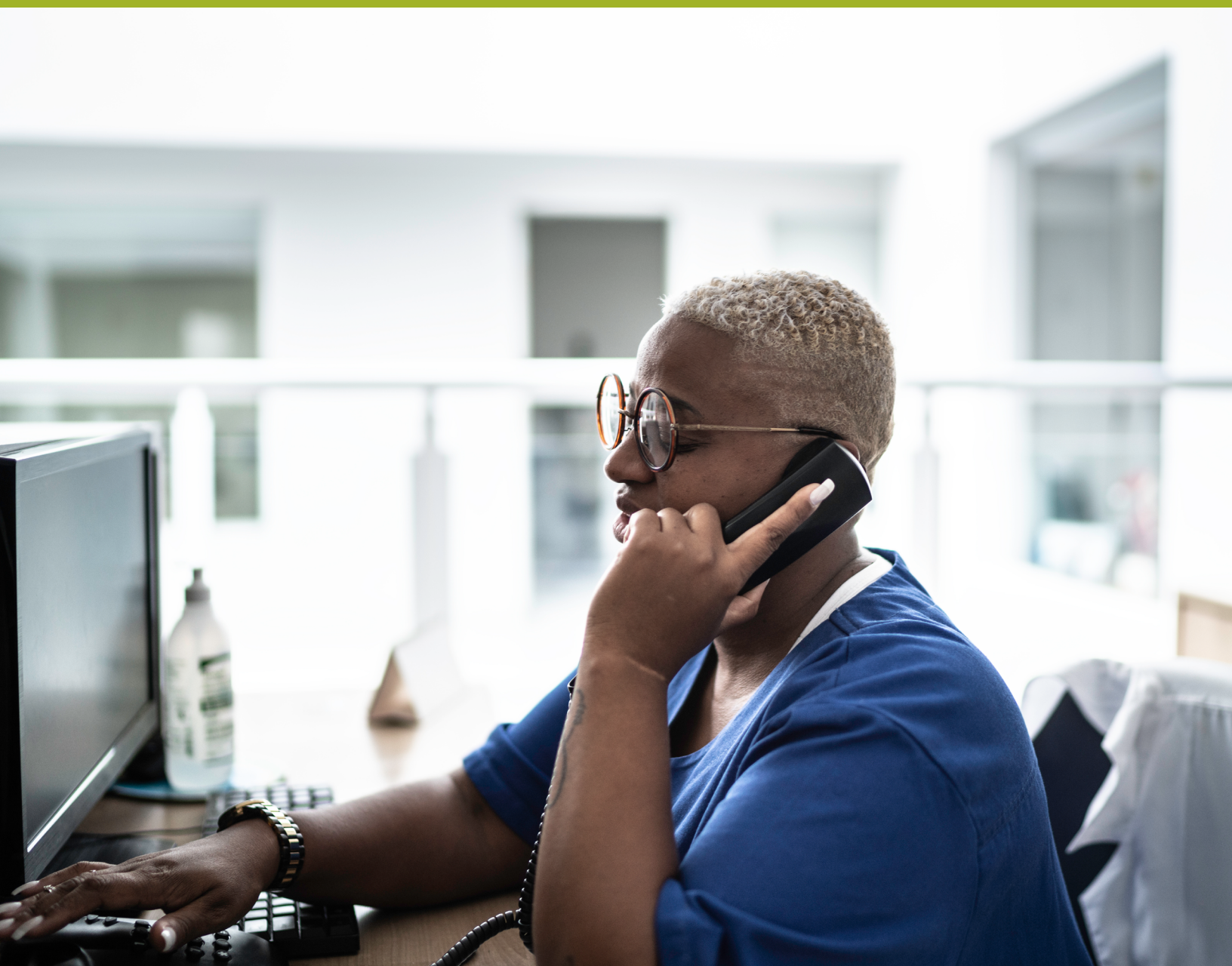




Providing Excellent Customer Service



PROVIDING EXCELLENT CUSTOMER SERVICE

Target Audience

Certified Nursing Assistant (CNA), Nurse

Learning Objectives

This learning activity should enable you to:

- Identify who the customer is
- Demonstrate good customer service
- Discuss the steps of service recovery

Directions

The staff development coordinator should deliver this education to staff using the material available in this in-service. Prepare for the in-service by reading through the commentary and role-play scenarios. The staff development coordinator's commentary and questions are in black text, while some likely staff responses are in orange text. Use the commentary to guide discussion and facilitate learning. Cut out copies of the role play scenarios to give to staff. Make copies of the Excellent Customer Service Handout and provide to all staff that attend the in-service.

1. Commentary – Experiences with customer service

Have you ever found yourself returning to the same restaurant even though there are other restaurants with similar food and prices that are just as convenient? Other than delicious food, what is it about the restaurant that keeps you returning?

- Enjoy the experience of dining there
- Friendly atmosphere
- Wait staff smile at me and introduce themselves
- Wait staff care that I like the food
- Other customer service-related remarks

2. Commentary – Defining the customer

Excellent customer service and a positive experience influence our decision to select one business over another. Friendly staff members who smile at you, ask if you need help, and give the message that you're important leave you feeling good. You continue to give them your business and recommend them to your friends. And, if you do have a problem, you'll probably show a little more understanding and patience because you know that this is not a normal occurrence.

Nursing homes are businesses too, but we're also working in the residents' home caring for them. Excellent customer service is very important, because our residents must not only receive appropriate care—they must also feel cared for and have the best experience we can give them. People will choose our facility for care if they trust us, and providing excellent customer service is key to building that trust.

Before we can talk about how we provide excellent customer service, we need to know who our customers are. Who are our customers?

- Residents
- Families and friends
- Vendors
- Co-workers
- Job candidates

3. Commentary – Defining the customer

The residents are our most important customers, as they are the reason for each of us to be here. But a customer is anyone with whom you have contact with at work. This means we have many customers in addition to the residents, including:

- Family and friends of residents
- Other visitors
- Vendors
- Neighbors in the community

Potential job candidates and your co-workers are also customers. Being helpful and respectful to co-workers is an important part of good customer service. In fact, promoting good attitudes and positive feelings among fellow employees can have a ripple effect in helping to improve attitudes and feelings shown toward residents. So, who is our customer?

Everyone we have contact with at work is our customer.

4. Commentary – Excellent customer service is everyone's responsibility

Customers will come away from every encounter with you either feeling happy or dissatisfied. Because they see us as a team, they will attribute a positive or negative experience to all of us. Each one of you is important and either serves a customer directly or serves a co-worker who serves a customer. Our team should work toward making each encounter with a customer a positive one. Have you ever talked with an upset family who blamed you for something someone else did? How did it feel?

Staff responses will vary depending on their experiences.

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5. Commentary – Poor customer service role play

Directions: Ask for three staff to act out this scenario. When they finish, use the following commentary to facilitate discussion.

Visitor	Nurse	CNA
<p>You see water on the floor in a resident's room and go to the nurse's desk to report it. You want to tell someone because you're worried the resident who lives in that room will slip and fall when they try to get out of bed.</p> <p>When the role play is done, tell everyone what you wanted to report to the nurse.</p>	<p>You are talking with a CNA about a call-in that just occurred when a visitor comes to the desk. Do not smile. Do not try to help them. Ignore the visitor and focus on finding a replacement. If the visitor tries to talk with you, put your hand up and stop them, explaining that they will have to wait.</p>	<p>You are talking with a nurse about a call-in when a visitor comes to the desk. Do not smile. Do not try to help them. Ignore the visitor and try to help the nurse find a visitor to come in. If the visitor tries to talk to you or the nurse, walk away.</p>

What examples of good customer service did you see?

None

What examples of poor customer service did you see?

No smiling, ignored the visitor, uncaring, not helpful, not concerned

What do you think the visitor will think of the facility and the team now?

The visitor will be upset with the facility and the team. They will not trust the staff and will probably tell their friends and neighbors what a bad job the facility does.

The visitor wanted to tell the staff a resident had water on the floor in their room. Because the nurse and CNA ignored the visitor, what could happen to the resident?

The resident could fall and have an injury such as a broken hip, injury to the brain, or bruises.

The nurse and CNA should have followed the "10 and 5 Rule," which says that if a customer is 10 feet away, we are to make eye contact and smile at them. If the customer is five feet away from us, we are to continue making eye contact, smile, and greet them. If the nurse and CNA would have followed the 10 and 5 Rule in this scenario, a visitor would be happy, and a fall could be prevented.

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6. Commentary – Excellent customer service during common interactions

Let's talk about common interactions you have with customers and how you can provide excellent customer service. I'll give you the situation and you can give examples of what excellent customer service would be in those situations.

Note: The staff development coordinator may need to prompt and explain the expected responses.

When a customer approaches the nurse's desk, what should you do and say?

Smile. Say "Hello. How may I help you?"

When a customer looks lost, what should you do and say?

Stop and offer your assistance. Always try to walk with them to where they need to go rather than pointing.

When answering the phone, what should you say?

Say "Hello, (the name of the facility). How may I help you?"

When answering a call light, what should you do and say?

Knock on the door before entering. Say "Hi, Mr. Smith. How may I help you?"

When leaving a resident's room, what should you say?

Say "Is there anything else I can do to help you?"

When an EMT is approaching with a resident on a stretcher, what should you do and say?

Smile. Say to the resident, "Hi Mr. S. I'm happy to see you." And to the EMT, "I'll help you transfer Mr. S."

When meeting a new staff member, what should you say?

Say "Hi, I'm (insert name). Welcome to our team!"

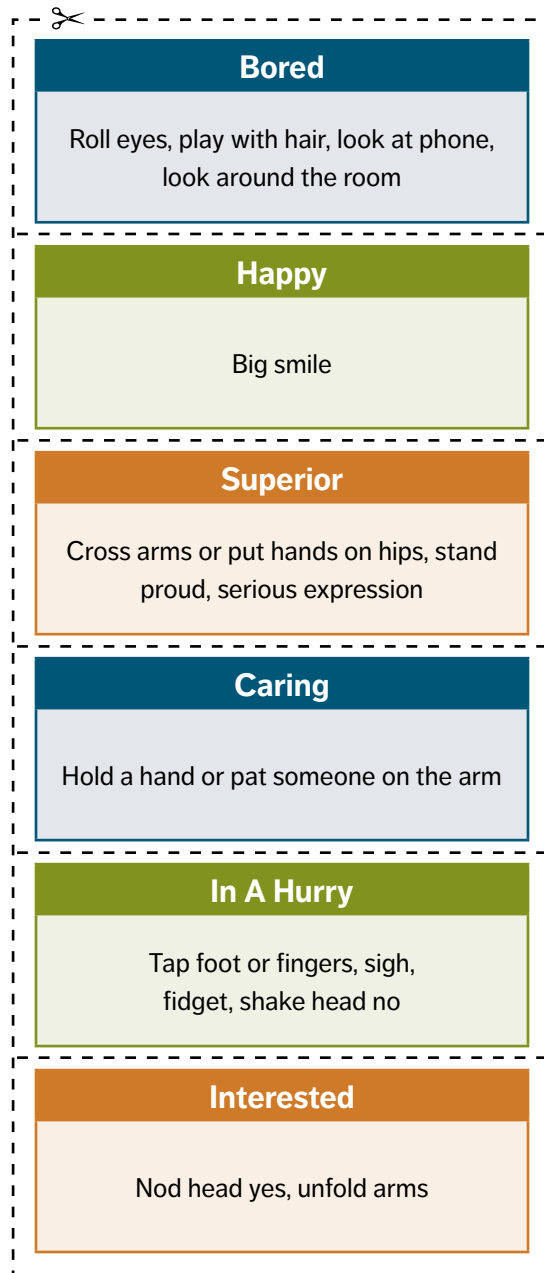
7. Commentary – Little extras make a big impact

For example, (insert a personal example here- I remember when a waitress added a cherry to my child's lemonade. My kid was thrilled!) When you take time to not only smile but do something special for a customer, they will remember you and appreciate you. What little extras have you done or seen others do?

Staff should provide a variety of examples.

8. Commentary – Body language

Did you know that how people interpret your emotions mostly comes from your body language? Approximately 55% of an impression comes from body language, 38% from your tone of voice, and only 7% from what you say. Let's see if this is true. I'm going to hand out slips of paper to some of you and ask that you demonstrate what is on your paper without saying anything. The rest of us will guess and see how many we get right.



We guessed all of these without anyone saying a word. This shows you how easy body language is for all of us to understand, so we need to use body language that shows we care, we are concerned, and we are happy to help and serve our residents.

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9. Commentary – Service recovery

When you're upset with a business, how do you let them know and what do you expect them to do?

Possible staff responses will vary depending on their experiences.

It sounds like when you're upset with a business, you expect them to listen to you, to care about the problem you have with them, and to do something to help. Our customers are no different. They want to know we are listening to them and care about them. If we say any of the following three things, we've done the exact opposite of showing them we care about them and want to help:

- That's not my resident
- That's not my job
- We are short today

If a customer brings you a problem, it is your responsibility to help them. I'll demonstrate what this looks like with help from a volunteer to play the part of a family member who is upset.

✂

Upset Family Member
<p>You are upset that you found your mother with dried food on her face – no one washed her face after breakfast. You approach the staff coordinator with this problem.</p>
Staff Coordinator
<p>After the family member voices their problem, respond with following:</p> <p><i>I'm sorry. I understand that you're upset your mother hasn't been freshened up after breakfast. I'll walk with you to your mother's room and wash her face and hands and make sure she's comfortable.</i></p>

What did you see me do to help this customer with their problem?

Possible staff responses

- Apologized to the family member
- Showed empathy
- Took action and helped the resident

We call these actions “service recovery” - see your handout. The first step is to apologize. You are not saying sorry to take blame; you are saying sorry to show that you care and regret that they feel they have a problem. The second step is to clarify the problem so that you are sure you understand what their problem is. The third step is to show empathy or let them know you understand how they feel. The fourth step is to take action, which means you either fix the problem or ask someone else to help them. But it is very important to do whatever you can to help them, even if it doesn't completely fix the problem. Remember to avoid saying “It's not my job,” “We are short,” or “That's not my resident.” The fifth step is to follow up and make sure they are satisfied. You can do this by asking if there is anything else you can do to help them.



Excellent Customer Service Handout

- Smile and make eye contact when a customer is 10 feet away from you.
- Greet the customer when they are 5 feet away from you and ask, "How may I help you?"
- Use body language that shows the customer you are friendly, caring, and interested in them.
- Whenever possible, offer the little extras that make customers feel special.
- Say kind words and phrases to the residents, their family members, and your co-workers.

When a customer approaches the nurse's desk, what should you do and say?

Smile. Say "Hello. How may I help you?"

When a customer looks lost, what should you do and say?

Stop and offer your assistance. Always try to walk with them to where they need to go rather than pointing.

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Service Recovery

Step 1. Apologize

Be sincere and tell the customer you are sorry. You are not taking blame. You are saying sorry because they are upset, and you care about their problem.

Say "I'm sorry."

Step 2. Clarify

Restate what you understood the customer's problem to be. This ensures both of you are understanding the same problem.

Say "I know you're upset that..."

Step 3. Empathize

Let the customer know you care and that you understand how they feel.

Say "I understand" or "I can see why you're upset."

Step 4. Take action

Do your best to fix the problem. If you can't fix the problem, do what you can and find someone who can fix the problem.

⊘ Never Say	✓ Take Action
<p>That's not my resident.</p> <p>That's not my job.</p> <p>We are short today.</p>	<p>Be helpful and friendly.</p> <p>Show the customer you care.</p> <p>Do your best to fix the problem.</p>

Step 5. Follow up

Be sure to find out if the customer is satisfied. If they aren't satisfied, find someone else to help fix the problem.

Say "Is there anything else I can do to help you?"