Fourteen Service Behaviors Every Practice Needs

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Increased customer loyalty
Increased trust between patient and ECP
Increased sales
Increased word of mouth referrals
Increased reputation
Positive working environment

WHY?
### Why Customers Left…

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Better technical product</td>
<td>15%</td>
</tr>
<tr>
<td>Cheaper product elsewhere</td>
<td>15%</td>
</tr>
<tr>
<td>&quot;Lack of contact and individual attention&quot;</td>
<td>20%</td>
</tr>
<tr>
<td>Personnel was &quot;poor in quality&quot;</td>
<td>49%</td>
</tr>
</tbody>
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### #1 - SMILE

- Maintain positive eye contact
- Acknowledge the presence of others

*I solemnly promise and declare that for every customer that comes within ten feet of me, I will smile, look them in the eye and greet them, so help me Sam.*

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### #2 - GREETINGS

- Warm & sincere greeting to each and every customer
- Use the customer’s name when possible
- Get to know your customer!

*Remember that a person’s name is to that person the sweetest and most important sound in any language.*

— Dale Carnegie
#3 - Offer Assistance to Patients

- Don't wait - act first
- What are some things you can do?
  - 1.
  - 2.
  - 3.
  - 4.
  - 5.

#4 - Listen

- Connect, Discover, Respond
- Listen through both verbal and non-verbal channels
- Seek an understanding of the customer's wants and needs
- Take action on what you hear

Connect, Discover, Respond

- What are some conversation starters you can use to connect with your customers?
- What are some ways you can discover what they want and need?
- How can you respond?
#4 - LISTEN

Use listener language
- If you’re speaking
  - What for listening
  - Ask questions if you’re unclear

When customers complain don’t be defensive
- Hear them out and show understanding

#5 - RESPOND QUICKLY

- Once you create a deadline it becomes the yardstick by which your customer measures your success or failure
- Return phone calls promptly
- Keep the patient informed

#6 - IF YOU RECEIVE IT – OWN IT

"Use your good judgment in all situations. There will be no additional rules." - Nordstrom, Inc. Employee Handbook

- Empower every staff member to resolve problems
- Just because it isn’t your job, doesn’t mean you can’t help or find someone who can
#7 – Display Appropriate Body Language

- At least 70% of what is communicated is done without speaking a word.
- Proximity
- Open gestures vs closed gestures
- What are you doing when you chat with your customer?
- Patient
- Physical contact – less is best

#8 – Escort Rather Than Point

- How do your patients exit the room?
- Did you escort them to the dispensary?
- Did you escort them to the receptionist?
- Picking out eyewear should not be a do it yourself job.

#9 – Create a Positive Work Environment

- Everyone matters
- Respect and support co-workers
- 50% smile day
- Practice teamwork
- Acknowledge, celebrate and play!
Employee morale is three
times higher in businesses where community involvement occurs.

Build leadership skills.

What can you do?

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#11 – Be Knowledgeable

- Gain preferred dispenser status
- Customers don't buy the unknown
- Can you help them sell the story?
- What are the SOPs for your office?

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#12 – Proper Telephone Etiquette

- Use a mirror
- Answer within three rings
- Ask: Clear, Clear, Response
- Are you comfortable to close or just close?
- Why do they coming to see you?
- Do they need a specific time?
- Do they know where you're located?
- Do they need a specific time?
#12 – PROPER TELEPHONE ETIQUETTE

- Ask permission to put the caller on hold
- Never leave someone on hold for more than one minute
- Eliminate transfers when possible

#13 – MAINTAIN THE CLEANLINESS OF THE ENVIRONMENT

- It’s the responsibility of every employee
- What needs attention in your office?
  - 1.
  - 2.
  - 3.
  - 4.
  - 5.

#14 – MAINTAIN A PROFESSIONAL IMAGE

- Look the part of a professional
- Success is in the details
- What do your patients hear?
  - Music
  - Conversation
  - What the patient hears
- Everyone in the office
- Why?
CONCLUSION

Business is about the details.
Missed details produce unhappy customers who will go somewhere else.

How's your behavior?

THANK YOU!
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