Customer Service in Long Term Care
Customer Service in LTC

- Three “Dirty” words in Long Term Care
  - Diapers
  - Bibs
- .........Customer Service
Why we don’t talk about Customer Service

UNIVERSAL HEALTH CARE IS A DISTINCT BENEFIT OF CANADIAN SOCIETY
Customer Service Quiz

- “I would like some tea, please.”
- a) You don’t drink tea, you drink coffee.
- b) Do you know how many residents I have to look after? I don’t have time to get your tea.
- c) How do you take your tea.
Customer Service Quiz

- You see the Social Worker coming down your Unit with a new admission. You say......

- a) Nobody told us we were having a new admission. The communication in this place sucks.

- b) I’m going on break.

- c) Welcome to your new home. I look forward to getting to know you.
Customer Service Quiz

“I have to go to the bathroom.”

a) You’re not my resident.

b) Go in your brief. Someone will change you later.

c) Come with me. I will help you.
EVERYONE IS RESPONSIBLE

Customer Service
Customer Service

ONE THING WE CAN NOT DO......
Customer Service
Customer Service In Long Term Care

- What is bad customer service?

- What is good customer service?

- My glazed cinnamon bun
OUR PERCEPTIONS ARE INFLUENCED BY THE MONETARY AND EMOTIONAL VALUE GIVEN BY SERVICE
Customer Service

How much do our residents pay for service?
Customer Service

- We found the answers from a Mouse

- 7 Keys to Disney’s Success
Customer Service

- Lesson 1
- The customer is anyone the customer compares you with
- Lesson 2
- Pay fantastic attention to detail
- Lesson 3
- Everyone walks the talk
- Lesson 4
- Everyone talks the walk
Customer Service

- Lesson 5
- Customers are best heard through many ears
- Lesson 6
- Reward, Recognize, Celebrate
- Lesson 7
- Xvxryonx makxs a diffxrxnce
Customer Service

- Where do you start?

- Start with your company values

- Respect, Integrity, Compassion, Excellence
Customer Service

- Customer Service Ambassadors
Every time a customer comes in contact with you, you have an opportunity to create value.
The two most common by-products of phenomenal success are arrogance and complacency.
People treat customers the same way they get treated.
Most people don’t understand the terrible feeling that getting no feedback produces.
Listening posts are about the company listening to customers – as opposed to listening to themselves.
Customer Service

- The importance of things unseen
Customer Service

- Everyone needs to focus on providing what customers want – even people who never come in direct contact with customers
The trick is to turn common sense into common practice
Commitment to quality is a habit like all habits; it stays with you wherever you go.
“What you do thunders above your head so loudly, I can not hear the words you speak.”

Emerson
What is one thing you are going to do differently?
Customer Service

- What is next............