



Healthcare

With Feelings:

Creating the Ultimate Patient Experience

Caring Communication — expressed through Caring Comments that are:

- Genuine
- Specific
- Timely
- Sincere

Uncaring Communication — expressed through Corrupting Comments that are:

- Zero (absence of any communication technique)
- Crooked (positive communication followed by a negative remark)
- Plastic (comments given as a ritual)
- Hostile (aggressive, threatening communication style)

Keys to Quality Care

- Feel good about yourself
- Practice habits of courtesy and self-care
- Use Caring Communication (verbal and nonverbal)
- Listen (anticipate, ask questions, get involved, show others you care about their needs)
- Perform at a high level (provide quality work promptly and accurately)
- Learn (grow through knowing more about your customers, organization, and products)

Methods to Defuse a Difficult Situation

- Smile and offer a warm, sincere “Hello.”
- Go on the offensive with kindness. Anticipate a complaint and head it off with a sincere concerned comment.
- Apologize, take the blame, and empathize with the customer on behalf of the entire organization.
- Solve the problem quickly.

Six Steps to Handling an Irate Customer and Problem Situations

1. Listen carefully and with interest to what is said.
2. Apologize without blaming.
3. Put yourself in their place and respond in ways that show you care about their needs.
4. Ask pertinent questions and actively listen to the answers.
5. Suggest one or more alternatives that address their concerns.
6. Solve the problem quickly or find someone who can help you solve it.



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