

Delighting Customers in a Managed Care Environment

✓ **Customer service matters as much as ever**

✓ **Help employees do the right thing, the right way, the first time**

**Rule #1:
If we don't take care of the customer...
Somebody else will!**

— *Successories Catalog*

OBJECTIVES

Delighting customers is more important than ever in today's health care environment. After the session each participant will be able to:

- Define the meaning of **customer service** in their own organization;
- Verbalize their **individual accountability** in delighting customers;
- **Measure** their individual **performance** against organizational expectations;
- Identify personal and organizational **obstacles** to successful customer service;
- Use **communication** effectively to serve customers and prevent/diffuse conflict;
- **Reduce stress** for themselves and their customers.

PROGRAM CONTENT

- **Customers: Who are they and what do they want?** Our organization's priorities • Customer service standards and expectations • What's the gain in a managed care market? • Internal and external customers
Action: Customer-supplier interview
- **Personal self-assessment**
How am I doing and how have I contributed? • What are the gaps between what we're doing and what the customers want? • What are the obstacles to success?
Action: Performance self-assessment
- **Communication and conflict resolution skills**
Attitude is everything • Remaining positive • Listening skills • Avoiding or diffusing conflict
Action: Case studies and skills practice
- **What's stress got to do with it?**
Provider stress + customer stress = conflict and angry customers • The impact of control and choice • Handling and managing stress
Action: Personal improvement plan