## Customer Service Training For Staff And Providers

Whether an organization decides to do their own customer service training, or bring outside professionals in, having a standardized training program is a foundation of having excellent patient experience. An organization-wide training program communicates to all employees the specific behavioral expectations. It also gives the message that all employees are held to the same standard, whether it is the CEO, someone with no direct patient experience (HR, etc) providers, supervisor and line employees.

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| TRAINING PROGRAM CONTENT CHECKLIST | |
| * The organization’s mission |  |
| * The organization’s values |  |
| * The organization’s commitment to an excellent patient experience, * and how it connects to the mission and values |  |
| * Clear expectations about specific behaviors that are adhered to for every client, every time. |  |
| * These behavioral expectations ideally are based on research about what is important to clients: * Eye contact |  |
| * Greeting/Salutation |  |
| * + Use of formal names unless permission given otherwise |  |
| * + Introduction of self |  |
| * + Smiling |  |
| * Reflective listening |  |
| * Use of empathy-conveying body language: * Sitting if patient is sitting * Mirroring facial expressions * Handshakes when indicated |  |
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| * Guidance on what to do when a client is unhappy with services |  |

*It is important that training programs model the very thing they teach, and that the training experience for employees is consistent with how we want employees to each other and clients.*

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| MODELING CUSTOMER SERVICE IN THE TRAINING PROCESS | |
| Trainers arrive early to allow for eye contact, smiling, and greeting of all employee participants (modeling empathy conveyance/warmth) |  |
| * Trainers model reflective listening of participants comments/questions during training (modeling skilled communication) |  |
| * Participants are thanked for coming, even if training is mandatory (modeling respect for clients’ time and acknowledgment of their effort) |  |
| * Participants are asked to set self-selected, specific goals from the target behaviors discussed before leaving the training (modeling respecting patients autonomy setting self- management goals) |  |
| * Refreshments are provided (modeling addressing patient comfort and a spirit of hospitality) |  |
| * Follow-up email communication is sent, thanking participants for their time and prompting/reminding them of their goal (modeling follow up support and interest) |  |

*Courtesy of the Institute for Healthcare; http://healthcarecomm.org/training/continuing-education-workshops/treating-patients-with-c-a-r-e/*