

Customer Service in Long Term Care



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LTCAM CONFERENCE
SHELLEY IRELAND

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.

Customer Service



EVERYONE IS RESPONSIBLE

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

Customer Service



**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 diffxrnxce

Customer Service



- Where do you start?
- Start with your company values
- Respect, Integrity, Compassion, Excellence

Customer Service



- **Customer Service Ambassadors**

Customer Service



- Every time a customer comes in contact with you, you have an opportunity to create value

Customer Service



- The two most common by-products of phenomenal success are arrogance and complacency

Customer Service



- People treat customers the same way they get treated

Customer Service



- Most people don't understand the terrible feeling that getting no feedback produces

Customer Service



- 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

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- The trick is to turn common sense into common practice

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- Commitment to quality is a habit like all habits; it stays with you wherever you go.

Customer Service



- “What you do thunders above your head so loudly, I can not hear the words you speak.”
- Emerson



**Customer
Service**

- **What is one thing you are going to do differently?**

Customer Service



- What is next.....