

CUSTOMER SERVICE REMINDERS

for Health Practices

10 TIPS

to focus our team and engage our clients

1

Make Every Client Feel Seen

A personal greeting and a genuine attempt to connect with each client is a simple way to make an impact and start every interaction on a positive note.

2

Maintain a Positive Attitude

Your positive attitude and enthusiasm will set the tone for each client interaction. When things get hard, take a deep breath and remember the difference you might be making. Stay committed to helping people and solving problems.

3

Demonstrate Compassion & Empathy

We never really know what's going on in a client's life, so help them as best you can. Life can be hard on everyone. Aim to be the bright spark in our client's day.

4

Act with Professionalism & Respect

Everyone deserves our respect, so hold yourself to the highest standards in every situation - even when others aren't acting that way. Respect our clients' time, opinions and their loyalty to our practice.

5

Really Listen

Don't jump to conclusions and seek first to understand by giving our clients your full, undivided attention. Restate your understanding of the client's situation to demonstrate your comprehension.

6

Find Solutions

Give clients clear options for a solution and path forward. State any instructions slowly and clearly, and take ownership of the client's problem until it's resolved. If you make a mistake, acknowledge it and take steps to correct it.

7

Communication is Everything

Keep clients informed and remember, it's always better to over-communicate than under-communicate. Ask if there's anything else you can help with and follow up on any messages (including phone, email and SMS) in a timely way.

8

Become an Expert in Your Field

Dedicate yourself to knowing the ins and outs of the practice, and if you don't know the answer to a client question, make it your mission to find out. Remember, our clients are looking to you for expert guidance and assistance.

9

View the Client Relationship as Long-Term

Take a long view and remember that our goal is not only to help our clients, but to retain them in the long-term and earn word-of-mouth recommendations from them as well!

10

Thank Every Client, Every Time

Thank every client for their time and for entrusting their health concerns to us. Communicating gratitude conveys appreciation and respect for our clients.

EXAMPLES OF POSITIVE LANGUAGE

Positive language can help keep client interactions positive and reduce misunderstandings. Often, the same thing reframed in a positive sense will result in a much better outcome.



Instead of this

Try this

I can't help you right now.

I can help you as soon as I finish this call.

Call back tomorrow.

I'll call you back tomorrow.

We didn't do that/it's not our fault.

Let's see what we can do.

We can't get you in until Friday.

We can get you in on Friday morning.

No.

I'll find out what the options are.

This is the policy.

Here's how we handle this.

Calm down.

I can see you're upset.

The only thing we can do is ____.

The best option for resolving this is ____.

You're wrong.

Let me get you the information you need.

Remember, our clients may not always be right, but they are the driving force behind everything we do.