A PROFESSIONAL GROWTH MODULE:
CUSTOMER SERVICE IN HEALTH CARE

Section 1: 4 Instructor Pages
Section 2: 13 Learner Pages
Section 3: 3 Miscellaneous Pages

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A Professional Growth Module:
Understanding Customer Service

Instructions For the Supervisor

Step One:
• Make a copy of the Instructions for the Learner page. Return your original to the sheet protector. Add the following information to the copy:
  1. The name (or position) of the person to whom the aides should direct questions.
  2. The name (or position) of the person to whom the aides should turn in their quizzes.
  3. The date by which the quiz page should be turned in.
  4. The name (or position) of the person who will initial the aides' Inservice Club Membership Cards.
• Use this copy as your "master" as you make up the inservice packets.

Step Two:
• Have the following copied for each learner:
  1. The Instructions for the Learner page.
  2. The 11 page Inservice newsletter.
  3. The Quiz page.
  4. OPTIONAL: A copy of your organization's mission statement and/or customer service standards.

Step Three:
For Self-Study Use
• Distribute as desired—in employee mailboxes; folded in paychecks, etc.
• You may want to post the Quiz Answer Sheet in a prominent spot.

For Group Use
• Read over the Suggested Participatory Activities, the Suggested Teaching Tips and the Suggested Discussion Questions.
• Select the activities you want to use during your inservice hour.

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Suggested Participatory Activities

Activity #1: Pass the Compliments!
*Use this activity to foster good customer service among coworkers.*
- Pass out a blank piece of paper to each nursing assistant.
- Ask each person to write his or her name at the top of the paper.
- Next, have the participants pass the paper to the person on their left. Instruct that person to write down one nice comment about the person whose name is at the top.
- Keep passing the pages to the left until they've gone all around the table and everyone has had a chance to add their compliment.
- Consider asking if anyone is surprised by the positive things their coworkers had to say!

Activity #2: Know Your Services
*Since part of customer service is being able to explain your company's services to clients and their families, this activity can be a great reminder...*
- You can do this activity individually or in small groups.
- Give your staff about 5 minutes to quickly list all the services provided by your company.
- When time is up, display an overhead, flipchart or flyer that lists the correct list of services.
- How close did your nursing assistants come? This is a great opportunity to clear up any misconceptions about what's available to clients in your facility/agency.

Activity #3: Customer Service Worksheet
*To encourage sharing of ideas about customer service, have your staff complete this activity.*
- You can do this activity individually, in small groups, or as one large group. Provide each person or group with a copy of the Customer Service Worksheet.
- Give the participants about 15 minutes to complete the worksheet. Emphasize that there are no right or wrong answers to the questions and that all ideas are welcome.
- Discuss the participants' answers to the questions, focusing on positive solutions to problems rather than on the problems themselves.

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A Professional Growth Module: Understanding Customer Service

Teaching Tips & Resources

Suggested Overhead Transparencies & Other Visual Aids
- Make an overhead from the Quiz Answer Key.
- Pass around—and discuss—a copy of the client satisfaction survey used by your workplace.
- Make an overhead of your organization’s mission statement.

Other Tips to Reinforce Learning
- If you don’t have one already, create a suggestion box or bulletin board where staff members can put their ideas for improving customer service. Consider giving a monthly prize to the person with the best idea.
- If a nursing assistant is involved in a complaint by a client, don’t just “scold” the person. Try asking for ideas on how to resolve the issue—and how to prevent it from happening again in the future.
- Give each CNA a postcard and stamp on which they can send a “best wishes” greeting to one of their former clients who has been discharged.

Resources
The following resources were used in developing this inservice. You might want to check them out for further information:
- www.inc.com
- www.sbinformation.about.com
- www.easytraining.com
- www.healthcaredynamics.com
Managing Patient Expectations by Susan Keane Baker
Customer Service in Health Care by Kristin Baird

PLEASE NOTE:
Your staff may enjoy the following related In the Know inservices:
- Professionalism & Work Ethic
- Being Assertive
- Working with a Team
- Critical Thinking Skills
- Preventing Medical Errors
- Understanding Quality Improvement
If your In the Know library doesn’t include these titles, they are available for purchase by calling our toll-free number:
877-809-5515
Suggested Discussion Questions

Q: Customer service experts say that we should encourage clients to complain. Why do you think this might be?
A: Remember...most people who are unhappy with a company do not complain. They just take their business elsewhere. By encouraging complaints, you are sending a message to your clients that you are willing to change the way you do things and that you care about their needs and wants. Keep in mind that each complaint is an opportunity to learn and improve!

Q: Why do you think that so many people visit a McDonald’s restaurant when they are traveling to a strange city?
A: It’s because when you go to a McDonald’s, you know what to expect. A McDonald’s cheeseburger in Chicago tastes the same as a McDonald’s cheeseburger in Los Angeles or Boston. And the food arrives fast. There are no surprises! The founders of McDonald’s knew a lot about customer service.

Here are other questions that might spur some interesting discussions:

Q: What would you want from a nursing assistant if you were sick and needed help with your personal care?

Q: Is employee turnover high at your workplace? If employees are unhappy, chances are that your clients are too! Can you think of some ways to improve your internal customer service?

Q: What do you think are the qualities that make a good nursing assistant?
Instructions for the Learner

If you are studying the inservice on your own, please:

- Read through all the attached materials. You may find it useful to have a highlighting marker nearby as you read. Highlight any information that is new to you or that you feel is especially important.

- If you have questions about anything you read, please ask ____________.

- Take the quiz. Think about each statement and circle the best answer.

- Check with your supervisor for the right answers. You pass the quiz with at least eight correct answers! Print your name, write in the date, and then sign your name.

- Keep the inservice information for yourself, and turn in the quiz page to ____________ no later than ____________.

- Show your Inservice Club Membership Card to ____________ so that it can be initialed.

THANK YOU!
Health care is a very personal business that focuses on service, not on things. For example, if Mrs. Lincoln spends money on a toaster, what does she get? Hopefully, she gets a toaster that works! But, if Mrs. Lincoln spends money on a nursing assistant, what does she get? She is buying the services of a trained health care worker.

If those services are provided to Mrs. Lincoln as ordered, on time and with a smile, then that’s good customer service. Mrs. Lincoln will probably feel that she has spent her money wisely.

When people receive medical services, they may not understand all the “technical” parts of their care.

For example, Mr. Dawson may not understand why he’s hooked up to a monitor or how his medicines work. But, he will understand that his nursing assistant brought him an extra pillow and helped him comb his hair before his wife’s visit.

So, remember. You don’t have to be a doctor or know how to operate fancy machines to help people feel better. All you have to do is give great customer service!

**Customer Service Is...**

- Having a fresh approach to each of your clients and your coworkers—because everyone is an individual!
- Finding new ways to do things better all the time.
- Working to solve problems as soon as they come up.
- Keeping a positive attitude, even when you’re having a bad day.
- Treating your customers like you would want to be treated if you were in their shoes.

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Who Are Your Customers?

A customer is anyone who expects something from you or who has needs that must be met by you. This includes two main groups of customers:

1. **Internal Customers**
   - These are your coworkers (including every employee at your workplace).

2. **External Customers**
   - This group includes everyone else you come into contact with at work...such as your clients, their family members, and visitors to your workplace. Even a neighbor who asks you about your work is a potential customer!

Whether you are dealing with an internal or an external customer, your goal is the same:

To put yourself in the customer’s shoes!

Interesting Facts About Customer Service

- Poor service is the number one reason that American companies lose business. (And when a company loses business, it has less money for things like salary raises and other employee benefits!)
- 96% of unhappy customers don’t complain to you. However, they’ll tell up to twenty of their friends and family members about the problem! (Think about it...if you have a problem at work, who are you most likely to tell? Your boss or a friend? Most of us keep quiet at work...)
- While dissatisfied customers tell about 20 people, satisfied customers only tell five people. (It’s true. We all seem to talk about negative experiences more than positive ones.)
- 90% of unhappy customers will move on quietly—to a new health care organization. (For example, Susan dislikes her job. Instead of trying to talk to her coworkers and make things better at work, she’ll probably just quit and find a new job.)
- It costs up to ten times more to attract a new client than it does to keep an existing one. (This goes for you and your coworkers, too. It costs a lot more to hire and train new employees than it does to keep “old” ones happy.)

Q & A

How would you rate your workplace right now for its customer service? (Circle one.)

- Excellent
- Good
- Fair
- Poor

It takes $10.00 of new business to make up for $1.00 in lost business!
What Do Your Clients Expect?

- What do you think of when you drive by a hospital? As a health care employee, you probably think about work. You might ask yourself, “Would that hospital be a good place to work?” or “I wonder if they have any job openings?” or “I’m glad I don’t have to work night shift anymore.”

- But, when non-medical people drive by a hospital, their thoughts are very different. They might think, “I hope I never have to be a patient there.” or “That’s where Mom died.” They might also imagine themselves sick, in pain or dying.

- What has this got to do with customer service? Remember that your clients have learned what to expect from health care workers based on their past experiences. For example, last year Mrs. Brown had surgery. While she was in the hospital, a nursing assistant promised to help her to the bathroom, but never did. Mrs. Brown wet the bed. This experience means that she may not trust the next nursing assistant that takes care of her. Or, Mr. Nelson used to have a home health aide that ironed his clothes for him—even his underwear!

- Now, he’ll probably expect that every home health aide will do the same.

- Part of your job—if you want to give great customer service—is to find out what your clients expect from you.

- Remember, most people have some basic expectations. They expect to be safe and comfortable. And, they expect you to do what you say you’re going to do.

- The more often you meet a customer’s expectations, the more that person will come to trust you.

- Don’t make promises that you can’t keep. Be sure to say what you mean and mean what you say!

The Price of Poor Customer Service

- Sarah was once mistreated by a clerk in her local grocery store. Even though she had been shopping at that store for three years, she was so offended by the incident that she switched to a different supermarket.

- Twelve years later, Sarah returned to the original store and decided to tell the owner, Tom Benson, what had happened. Tom listened carefully, apologized, and thanked her for coming back.

- Then, Tom sat down with his calculator. He figured out that Sarah would have spent at least $25.00 a week in his store. Over the past twelve years, that would have added up to $15,600.00! Since Sarah probably told 10 of her friends not to shop at his grocery store, Tom lost business worth more than $150,000.00 because of one incident of poor customer service!
How Do Customers Decide If Their Needs Have Been Met?

Most people think about five different qualities, including:

<table>
<thead>
<tr>
<th>Quality</th>
<th>Internal Customers (Coworkers)</th>
<th>External Customers (Clients)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Reliability</td>
<td>Do you deliver what you promise?</td>
<td>For example:</td>
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<td></td>
<td>- If a coworker asks you to work for her next Friday, will you show up when you are expected?</td>
<td>- If you tell a client that you'll be back with a bedpan in five minutes, will you be there?</td>
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<tr>
<td>2. Responsiveness</td>
<td>If there is a problem, how quickly do you take care of it?</td>
<td>For example:</td>
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<td>- If your supervisor tells you that your documentation is unfinished, how long will it take for you to get around to fixing it?</td>
<td>- If a client tells you that she got the wrong lunch tray, how long will it take you to get her a new lunch?</td>
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<td>3. Assurance</td>
<td>Can people trust that you know what you are doing?</td>
<td>For example:</td>
</tr>
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<td></td>
<td>- Your new client needs to be moved with a mechanical lift. Can your supervisor trust you to tell her if you don't know how to use the lift?</td>
<td>- It's the first time that your client has ever been moved using a mechanical lift. Can he trust you to move him safely and without pain?</td>
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<td>4. Empathy</td>
<td>Are you able to put yourself in other people's shoes?</td>
<td>For example:</td>
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<td>- If your supervisor asks you to help train a new employee, can you remember how it felt to be a brand new nursing assistant?</td>
<td>- If your client seems grumpy with you, do you look for reasons for her grumpiness (like pain or problems sleeping) rather than getting mad at her?</td>
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<tr>
<td>5. Professionalism</td>
<td>Do you look and act like a professional health care worker?</td>
<td>For example:</td>
</tr>
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<td></td>
<td>- Do you show up for work every day on time, wearing appropriate clothes (or a uniform) and your name tag?</td>
<td>- Will you keep all your client's information confidential—including personal and medical information?</td>
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To meet your clients' expectations, keep learning new skills and improving old ones!

Mary was working at the concession stand at the movie theater. A man came up to the counter and ordered two bags of popcorn, three kinds of candy and several sodas. As Mary got his order ready, the man smiled and said, “You must think I’m a real pig!” “Well...,” Mary said. “If you say so. The customer's always right!”

To your clients and coworkers expect of you!
Providing Your Clients with Good Customer Service

- Make an effort to remember your clients' names. Let's face it...you've probably seen your client's rear end. It would be rude not to remember his name!
- Don't be afraid to ask, "Is there anything else I can do for you today?"
- You may have a bunch of clients who need your attention, but each client deserves to feel like the only one—at least for a few minutes! When you are with a client, give that person your full attention.
- Try to make each of your clients feel like they are your favorite client!
- Have you ever thanked your clients for trusting you to take care of them? Or told them that you enjoy having them as a client? If not, maybe you should. People like to feel appreciated!
- Think of all the choices your clients may have given up, including when to eat, what to eat, what to wear and when to sleep. Offer your clients as many choices as possible to help them feel like they still have some control over their own lives. (They'll be more satisfied customers!)
- We've all heard the saying, "The customer is always right." Well, that's not exactly true in health care. For example, your client may tell you that he's supposed to have milk with every meal. But, in his chart, you see that he's allergic to dairy foods! Or, a client may want to walk to the bathroom by herself, but you know that if she does, she'll fall down. So, think of it like this..."The customer is always right—as long as it doesn't involve a health or safety issue!"

Try Answering These Questions...

Q: If a friend asked you why she should choose your facility or agency for her sick mother, what would you say?
A: ____________________________________________________________

Q: What do you think you have to offer that other nursing assistants don't?
A: ____________________________________________________________

Don't forget to keep the "care" in health care!
Providing Your Coworkers with Good Customer Service

- Come to work with a positive attitude. Aren't you much happier to see a cheerful coworker than one who always walks around with a frown?
- Greet your coworkers by name—it's a personal touch we all enjoy.
- Show your coworkers that you are a team player. If a coworker asks you for help, try not to say "no" or "I'm too busy". Instead, give your coworker a hand or say something like "I can be there in fifteen minutes" or "I can spare five minutes. Will that help?"
- Avoid saying negative things about any of your coworkers—either to other coworkers or to clients. For example, let's say that you dislike your coworker, Louise. While giving Mr. Smith his bath, you tell him that Louise is a "real pain"...and that she always rushes through her work. A few days later, Louise is assigned to work with Mr. Smith! How do you think he's going to feel about Louise, you and your organization?
- Be willing to share your knowledge with your coworkers—especially ones who are new to the job. Offer to orient new nursing assistants.
- Remember that coworkers are your "internal" customers. They expect you to be:  
  • Respectful.
  • A good communicator.
  • Responsible.
  • Easy to get along with.
  • Willing to work together.
- Remember to respect each of your coworkers—even if you don't like them.
- You have the right to expect the same things in return!

Try Answering These Questions...

Q: If your coworkers were asked to describe your customer service, what do you think they would say?
A: _____________________________
______________________________
______________________________

Q: What would you like them to say about you?
A: _____________________________
______________________________
______________________________

Have you ever heard this old saying? “Try not to bother people with your problems. 90% of them don't care and the other 10% are glad you have them!”

After being hired to work at a nursing home, David showed up for his first day of work. The administrator greeted him with a warm handshake and a smile, gave him a broom and said, “Your first job will be to sweep the dining room.” David was shocked and said, “But I'm a college graduate!”

“Ok, I’m sorry. I didn’t know that,” said the administrator. “Here...give me the broom and I'll show you how.”

If you want to know how to give great customer service, find people on the job who are good at it and watch them as they work.
What About Customer Complaints?

- No matter how terrific you are at your job, some of your clients are bound to complain at times.

- Some complaints happen because of employee mistakes, but many complaints are often misunderstandings. For example, Mary is a home health aide who is scheduled to visit Mr. Smith at 10 am Monday through Friday. On her first visit, Mary tells Mr. Smith that she'll see him at the same time every day. Mr. Smith thinks that every day means Saturday and Sunday, too. He calls to complain when Mary doesn't show up on Saturday.

- Try to be grateful for complaints! They give you an opportunity to clear up any misunderstandings and to learn from your mistakes.

- When it comes to complaints, the problem may be less important than what is done about it. For example, if nobody from the home health agency gets back to Mr. Smith about why Mary didn't show up, he may become more upset and angry. However, if the nursing supervisor calls him and explains that his family plans to help him on weekends, he'll probably relax.

- Some people are afraid to complain. Or, they don't want to seem difficult. Or, they don't know who to talk to about the problem. Make sure that your clients know how to make a complaint. (It's one of their basic rights!)

- If a client makes a complaint to you in person, stay calm. Don't get upset or argumentative. Just listen to the client's story—and consider that he may be right!

- People who have their complaints resolved to their satisfaction are usually more loyal than customers who have never complained.

Responding to Customer Complaints

- Be sure to focus on a client's problem—not his personality. For example, Mrs. Baldwin is often grumpy. When she complains about her food being cold, it would be easy to brush it off as her just being grumpy. That wouldn't be fair!

- Be sure to apologize to clients after they've made a complaint—even if you've done nothing wrong. For example, Mary really didn't make a big mistake with Mr. Smith. But, she should still say, “I'm sorry I didn't make it clear to you that I wouldn't be coming on Saturday.”

- Follow your workplace policy for how to report, document and handle complaints. And, remember that a complaint can be a great learning experience!

A nursing assistant and her hospital were sued by a patient because of the following incident:
While being placed on a bedpan, the patient heard a crack and said to the CNA, “I think my leg just broke.” The CNA ignored the patient and did nothing. Hours later, the patient told a doctor who ordered x-rays. The patient's leg was broken. She was transferred to the orthopedic unit. The nursing assistant never visited the patient or apologized for the incident. The patient said she was suing just to teach the nursing assistant a lesson.

So, remember...ignoring a problem doesn't make it go away!
**Giving Your Customers 100% Quality**

Are people who give 100% to their jobs working too hard? Is it really necessary to provide “perfect” customer service all the time? Well, if you think it’s okay to give less than 100%, consider these facts:

*If 99.9% was good enough for customer service in America, then...*
- We’d have one hour every month when our water was unsafe to drink.
- There would be five airplane crashes every day.
- Pharmacists would give 20,000 people the wrong prescription medicine every year.
- Every week, surgeons would do 500 operations on the wrong patients!
- The U.S. Post Office would lose over 16,000 pieces of mail every hour.
- 50 newborn babies would be dropped every day.
- Every hour, banks would make 22,000 mistakes on their customers’ bank accounts.
- The IRS would lose two million documents every year.
- Every minute, the phone company would send over 1000 telephone calls to the wrong numbers.

**Think About It!**

1. About how much effort do you think you give to your job every day?
   
   *(Circle one) 20% 40% 60% 80% 100%*

2. It can cost insurance companies up to $35.00 an hour to provide a client with personal care assistance. Imagine that you needed help with your personal care. If you had to pay $35.00 an hour of your own money for someone to do what you do, would it be worth it to you?
   
   *(Circle One) Yes No*

When you give 100% to your job, your work has great value!
To Provide Great Customer Service...Listen Up!

It's important to practice your listening skills if you want to give great customer service:

- Remember to listen to what your customers are saying...and to what they're not saying! Some clients may not come right out and tell you what they need. (And the same goes for your coworkers.) You may have to "listen" to their nonverbal communication—such as their body language—to figure out what they expect from you.
- Listen without interrupting. Most of us have the bad habit of "butting in" when other people are talking. (And, even if we don't interrupt, we spend the time thinking about we're going to say next rather than listening to the other person!)
- If a client or coworker starts their sentence by saying, "I'm sorry to bother you...," let them know that you don't consider them a "bother". Try saying, "I'm never too busy for you..." or some other nice remark.
- Think about how your words will sound before you say them. Even if you don't mean to sound negative, you might. For example, if your boss asks you where a coworker is, you could say, "I have no idea." Or, you could say, "She was at the nurse's station five minutes ago." The second statement is a nicer way of saying that you don't know.
- Listen to yourself when you speak. Then ask: "Would I like it if someone spoke to me this way?"

Customer Service Strengths & Weaknesses

1. What are your strengths when it comes to customer service? (For example, are you extremely polite? Do you smile a lot?)

2. What are your weaknesses when it comes to customer service? (For example, do you tend to run late? Are you grumpy in the mornings?)

In a restaurant, a grumpy customer kept bothering her waiter. First, she asked him to turn the air conditioning up because she was too hot. Then she asked him to turn it down because she was too cold. This went on for over half an hour! Surprisingly, the waiter was very patient and pleasant with the woman. A customer at another table asked him why he didn't get angry. "Oh, I don't care," said the waiter with a smile. "We don't even have an air conditioner!"
**Customer Service Tips**

- Watch for nonverbal signs that a coworker needs help. (Some people aren't good at asking for help—even when they need it.) So, keep an eye out for a coworker who is struggling or who looks stressed out...and lend a hand if possible.

- It's best not to call a client or a coworker by their first name—unless they give you permission to do so. Stick to using “Mr.” and “Ms.” until you know how they prefer to be addressed.

- It adds a personal touch if you use your client's or coworker's name at least once during each conversation.

- Never say to a client or coworker, “I'm only a nursing assistant.” Remember to give yourself the same respect that you want from everyone else!

- Try to follow your client's preferences as much as possible. For example, if you cook for Mrs. Brown and she tells you that she likes her eggs scrambled, remember to fix them that way. Or, if you know that Mr. McMillan likes to watch the news at noon, remind him when it's about to start. Or, if you know that Betty prefers two blankets on her bed, be sure to make it that way. (If you find it hard to keep track of all the things your clients like, get a little notebook that fits in your pocket. Write down your clients' preferences.)

- If you work as part of a health care team, try to figure out what's important to each of your coworkers. For example, let's say you work with two different nurses. One of them may like you to report problems to her in person.

- The other may prefer for you to write things down or leave a message on her voice mail. Do you best to meet the main expectations of each team member.

- First impressions are important...but so are last ones. Think about it. You and Mrs. Thomas have a pleasant time together all morning. You've just finished her care and are getting ready to leave. She asks you to help her move to a different chair. You tell her you don't have time and leave. What do you think Mrs. Thomas will remember? That you spent lots of time helping her with her bath and hair? No, she'll remember that you refused to help her to another seat. So, end each session with your clients on a positive note!

The best way to find out what your customers are thinking is simple... **Ask them!**

When you feel grumpy or irritated with a client because you're having a bad day, ask yourself, "Would I want to change places with this client?" Chances are...that would make your day worse! So be patient with your clients. They deserve it!
**Even More Customer Service Tips**

- Remember that people from different cultures may have problems communicating with each other. *(For example, you may feel that people who won’t look you in the eye can’t be trusted. Yet, your client may come from a culture that is offended by direct eye contact.)* Be patient and open-minded when working with (or caring for) people from other cultures.

- Health care workers tend to speak in a special language—full of abbreviations and medical “slang”. It’s so familiar to us that we don’t even think about it. But, your client may not understand you if you say, “I’m here to check your BP, your Foley and your total I & O.” It’s probably better to say, “It’s time to check your blood pressure, empty your urine bag and find out how much you’ve had to drink today.”

- When speaking to either a client or coworker, put yourself on their level. For example, if you’re talking to a client who’s resting in bed, sit next to the bed instead of standing over it.

- To show respect to your coworkers, try to resolve problems directly before reporting them to a supervisor. For example, if you have a problem or a disagreement with another nursing assistant, try to talk it over with that person. If the two of you can’t solve the problem, tell your coworker that you are going to discuss the issue with your supervisor. Then, it’s no surprise.

- Health care workers tend to speak in a special language—full of abbreviations and medical “slang”. It’s so familiar to us that we don’t even think about it. But, your client may not understand you if you say, “I’m here to check your BP, your Foley and your total I & O.” It’s probably better to say, “It’s time to check your blood pressure, empty your urine bag and find out how much you’ve had to drink today.”

- Be specific when telling someone you’ll be back. For example, if a coworker asks for help and you say, “I’ll be there soon,” you might think that 10 minutes is “soon” while your coworker expects you to show up within two minutes!

- Be sure to explain to your clients what is going to happen next. Remember... you want to meet their expectations, so it helps if they know what to expect!!

- Keep a smile on your face as you go through your day. A positive attitude can have a great effect on your workplace!

- Try to keep a balance between 1) staying on schedule and getting your work done on time and 2) being flexible so that you can respond to each client’s needs. Sometimes, keeping this balance can be the hardest part of your job!

- Do you know this nursing assistant? She gives 100% to her job, but it’s: 10% on Mondays, 25% on Tuesdays, 25% on Wednesdays, 25% on Thursdays, and 15% on Fridays!

- Don't be afraid to ask your clients if you've met their expectations! If the answer is "no", you can learn from the experience.
Customer Service Worksheet

Keeping customer service in mind, please answer the following questions honestly.

1. Think about the best customer service you’ve ever had yourself—in a doctor’s office, a clinic or a hospital. What made this experience so good? ____________________________________________________________
   ___________________________________________________________________
   ___________________________________________________________________

2. Think about the worst customer service you’ve ever experienced—in a doctor’s office, a clinic or a hospital. What made this experience so bad? ____________________________________________________________
   ___________________________________________________________________
   ___________________________________________________________________

4. I feel proudest to work here when ______________________________________
   ___________________________________________________________________
   ___________________________________________________________________

5. The most common complaint I hear from clients is __________________________
   ___________________________________________________________________
   ___________________________________________________________________

6. Fewer clients would complain about this if we __________________________________
   ___________________________________________________________________
   ___________________________________________________________________

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# Evaluation

**Employee Name**  
**Date**  

- [ ] Self-Study Inservice  
- [ ] Group-Study  

**Inservice**  

1. Put a checkmark in the box that best describes how you feel about each learning objective.

<table>
<thead>
<tr>
<th>LEARNING OBJECTIVE</th>
<th>I am able to do this.</th>
<th>I might be able to do this.</th>
<th>I can't do this.</th>
<th>I'm not sure.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discuss the importance of customer service to the health care business.</td>
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<td>State the difference between internal and external customers.</td>
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<td>Describe how customers decide if their needs have been met.</td>
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<tr>
<td>Discuss how to handle customer complaints.</td>
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<tr>
<td>Demonstrate excellent customer service in your daily work.</td>
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</tbody>
</table>

2. Did you learn anything new that will help you in your job?  
- [ ] Yes  
- [ ] No  

If yes, please explain:  

______________________________________________________________________  
______________________________________________________________________  
______________________________________________________________________

3. If you have questions about the inservice information that did not get answered, note them here:

______________________________________________________________________  
______________________________________________________________________  

4. Other comments?  

______________________________________________________________________  
______________________________________________________________________  
______________________________________________________________________  
______________________________________________________________________
Thank You for Downloading Understanding Customer Service!

Contact Us:

Toll-Free 1-877-809-5515
www.knowingmore.com

We hope you and your aides enjoyed “Understanding Customer Service” and that you were able to put it to good use!

If you would like to place an order, you have several options:

1. Enroll in our Inservice Club for $468.00. Once you enroll, you will receive 12 inservice topics, plus a 13th FREE! With a membership, you will also receive a membership kit containing sign-in sheets, certificates and more. Also, if you choose to order more inservices during your year as a member, you will get a 25% discount off each topic!

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3. Add PowerPoint Companions to your order for an added zing to your training sessions! For a free sample, visit our website to download our “Customer Service in Health Care” PowerPoint!

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Remember, we have over 100 topics to choose from in our comprehensive inservice library! To check out all of our modules, visit our website to download our catalog today!
A Professional Growth Module: Understanding Customer Service

Are You “In the Know” About Customer Service?

Circle the best choice and then check your answers with your supervisor!

1. Mrs. Simpson fell and broke her leg while she was taking a walk with another nursing assistant. To give her great customer service, you should:
   A. Make sure she always uses a wheelchair.
   B. Give her an extra dessert at dinner.
   C. Be patient if she says she’s afraid to walk with you.
   D. Keep her in bed with the side rails up.

2. True or False
   Internal customers are more important than external customers.

3. If you are responsive to a client’s needs, it means that you:
   A. Solve problems as quickly as you can.
   B. Are able to put yourself in the client’s shoes.
   C. Know what your are doing.
   D. Always wear a clean uniform.

4. True or False
   It’s poor customer service to say negative things to a client about one of your coworkers.

5. If a client complains about something you did, you should:
   A. Ask your supervisor to assign the client to someone else.
   B. Ignore the situation until it blows over.
   C. Tell the client you were just following orders.
   D. Tell the client you’re sorry that he is upset.

6. To improve your customer service skills, you could:
   A. Give your clients whatever they ask for.
   B. Practice listening carefully when your clients speak.
   C. Work overtime every day.
   D. Call your clients by their first name.

7. True or False
   Your clients have the right to be told how to make a complaint.

8. True or False
   Knowing the personal preferences of your clients and coworkers will help you provide excellent customer service.

9. True or False
   It’s best not to tell your clients when you’ll see them next so they won’t notice if you’re late.

10. True or False
    Telling someone you’ll be there “soon” may lead to a misunderstanding.

Inservice Credit:

- Self Study 1 hour
- Group Study 1 hour

File completed test in employee’s personnel file.