


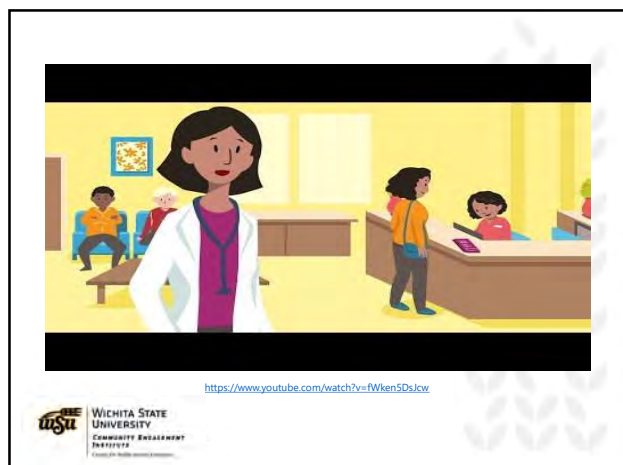
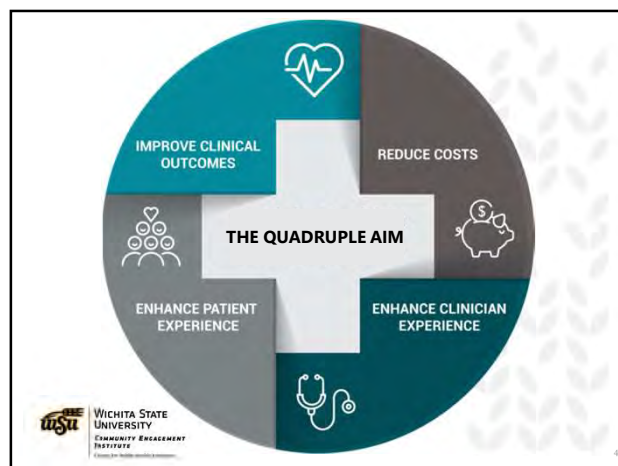


## Learning Objectives

- Define Compassionate Customer Service
- Describe at least two benefits of Compassionate Customer Service
- Identify at least one strategy that you will use to provide Compassionate Customer Service in your organization



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## Definitions:

<p><u><b>Customer Service:</b></u> The assistance and advice provided by an organization to those people who use its services.</p>	<p><u><b>Compassion:</b></u> The combination of the consciousness of others' distress and a desire to alleviate it.</p>
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### What people want:

- Friendliness
- Empathy without judgement
- Care in a timely manner
- Control
- Information and explanations

**RELATIONSHIPS!**

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<https://www.youtube.com/watch?v=C40dG-cs2s&t=3s>

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## 10 Small Ways...




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### 10 Small Ways to build compassionate customer service

- Make sure each of your employees is capable of making a good first impression.
- Keep your promises.
- Show appreciation and gratitude to your patients.
- Provide solid training
- Listen and act when your patients complain.

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Source: <http://www.physicianspractice.com/managers-administrators/ten-small-ways-provide-great-customer-service-patients>



<https://www.youtube.com/watch?v=Hxwgs36jpa&t=17s>

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Materials adapted from  
<https://compassionresiliencecoalition.org/>

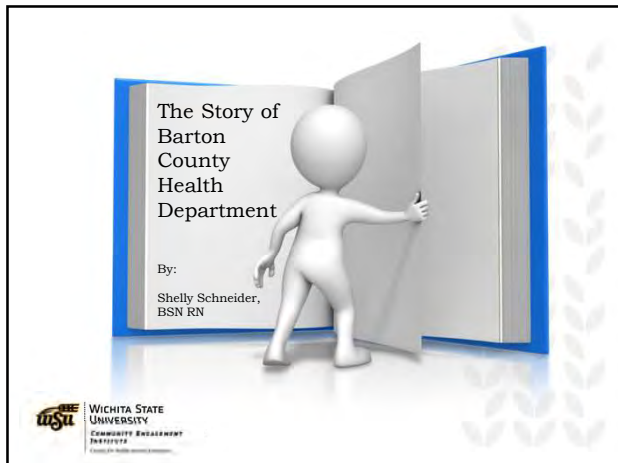
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### 10 Small Ways to build compassionate customer service

- Go above and beyond what your patients expect.
- Make it easy on your patients
- Be open with mistakes
- Be a little obsessed with your patients
- Treat your employees (and each other) like customers.

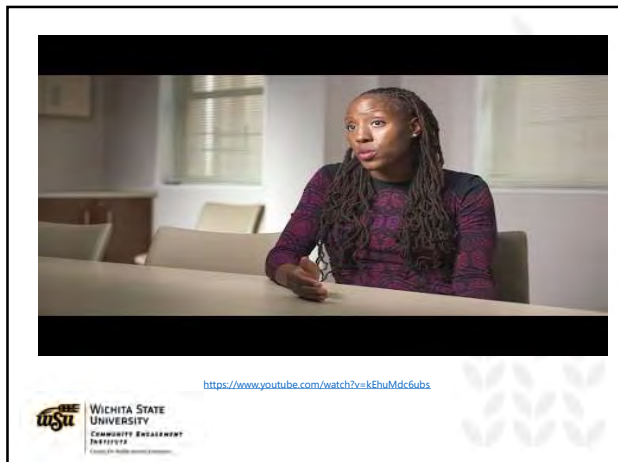
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## Resources

- Trauma-Informed Care Implementation Resource Center  
<https://www.traumainformedcare.chcs.org/>
- The National Council on Behavioral Health Customer Service Action Plan



## Customer Service Action Plan

Listed below are measurement indicators for consumer/customer service that provides an assessment of the level of customer service within the behavioral health organization based on a service focus range of **Client Focus – Consumer Focus – Customer Focus**.

Service Area/Opportunity	Typical Customer Service Concerns	Solution Options
<b>1. Telephone Access:</b>		
• Number of Rings		
• Greeting/Friendliness		
• Time On Hold/Re-Empowerment		
• Background Music/Information		
• Transfer Levels to Staff		
• Protocol for Voice Mail Responsiveness		
<b>2. Physical Facility:</b>		
• Identification Signage		
• Parking Adequate/Clean		
• Landscaping/Flowers/Lawn Maintenance		
• Entrance Clean, Easy to Locate, and ADA Accessible		
• Ease of Opening Door(s)		
• Lobby Area Appearance/Capacity		
• Magazines, Artwork, Furniture & Carpeting		
• Registration/Front Desk Accessibility & Hospitality		
• Restrooms – Availability/Cleanliness		
• Signage – Adequate, Clear & Positive		
• Background Music		

Service Area/Opportunity	Typical Customer Service Concerns	Solution Options
<b>3. Reception/Intake Staff:</b>		
• Politeness/Attentiveness/Responsiveness		
• Professionalism/Boundaries/Language Skills/Communication Skills		
• Customer Service Empowerment Level		
• Terminology/Acronyms Utilization		
• Consumer Recognition Wait Time		
• Re-Empowerment Wait Time Protocols		
• Knowledge of Services/Staff		
• Level of Client Wait Time in Lobby		
<b>4. Access to Care:</b>		
• Single Number for Access		
• After Hours Clinical Triage Capacity		
• Clinical Staff Availability		
• Consistency of Screening/Triage		
<b>5. Intake Process:</b>		
• Wait Time from call/walk in to Intake		
• Efficiency of Financial Intake		
• Number of Client Signatures Required		
• Number of Forms to be completed by Client		
• Number of No Shows		
• Satisfaction Surveys for Access/Intake Process for Shows and No Shows		



Service Area/Opportunity	Typical Customer Service Concerns	Solution Options
<b>5. Intake Process (continued):</b>		
• Access to Clinician		
• Efficiency of Clinical Intake		
• Number of Forms Utilized in Intake		
• Number of Questions Asked of Client		
<b>6. General Customer Service:</b>		
• Efficiency of Scheduling Next Appointment		
• Managing Customer/Consumer Service Complaint Protocols		
• Information on Center-wide Services		
• Confidentiality Concerns		
• Meeting Special ADA, Language, & Cultural Diversity Needs		
• Brochures, Newsletters & Information Bulletin Boards		
• Information/Linkage to Community/Self-Help Supports		
• Ability of Organization to Listen to Consumer/Customer and Change Organizational Behavior		
• Timely and Accurate Client Billings		
• Follow up Visit Customer Satisfaction Phone Calls		
• Mystery Visitor Program Participation		
• Customer Service Focus at All Meetings		

# Compassionate Customer Service IRL

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WSU Center for Public Health Initiatives

Shelly Schneider, BSN RN | Administrator  
Barton County Health Department



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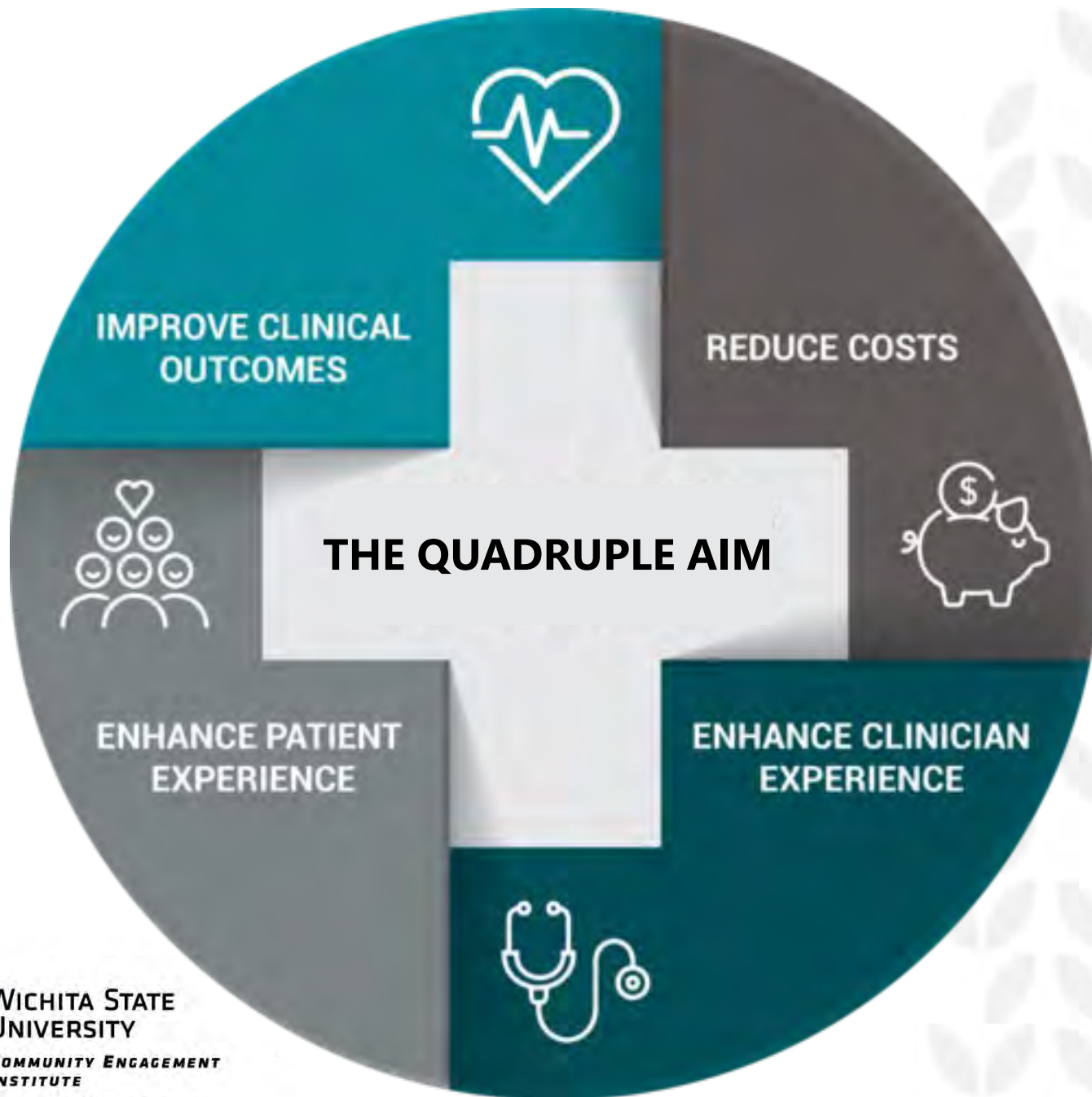
welcome!



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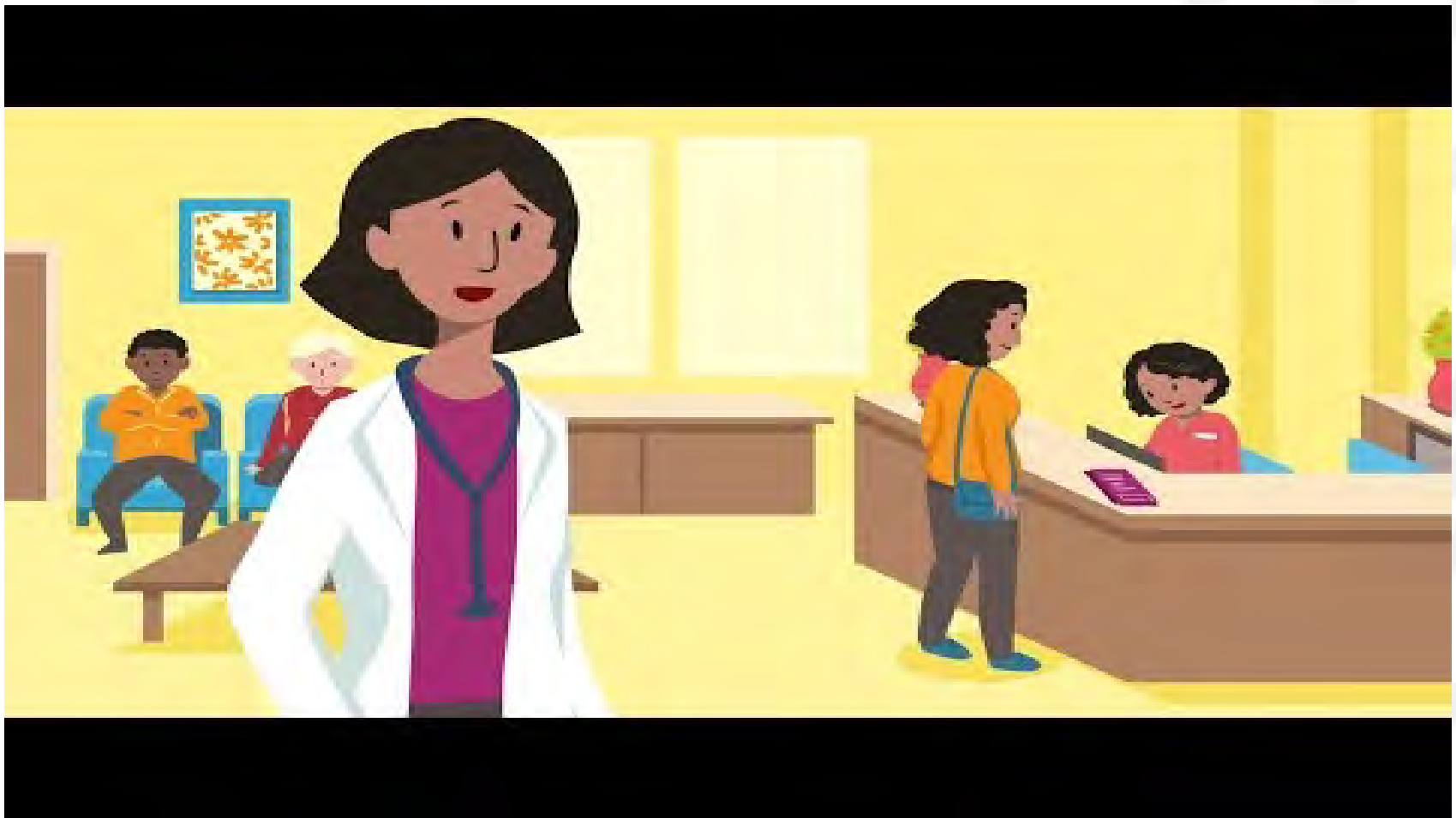




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<https://www.youtube.com/watch?v=fWken5DsJcw>



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*The assistance and advice provided by an organization to those people who use its services.*

### Compassion:

*The combination of the consciousness of others' distress and a desire to alleviate it.*



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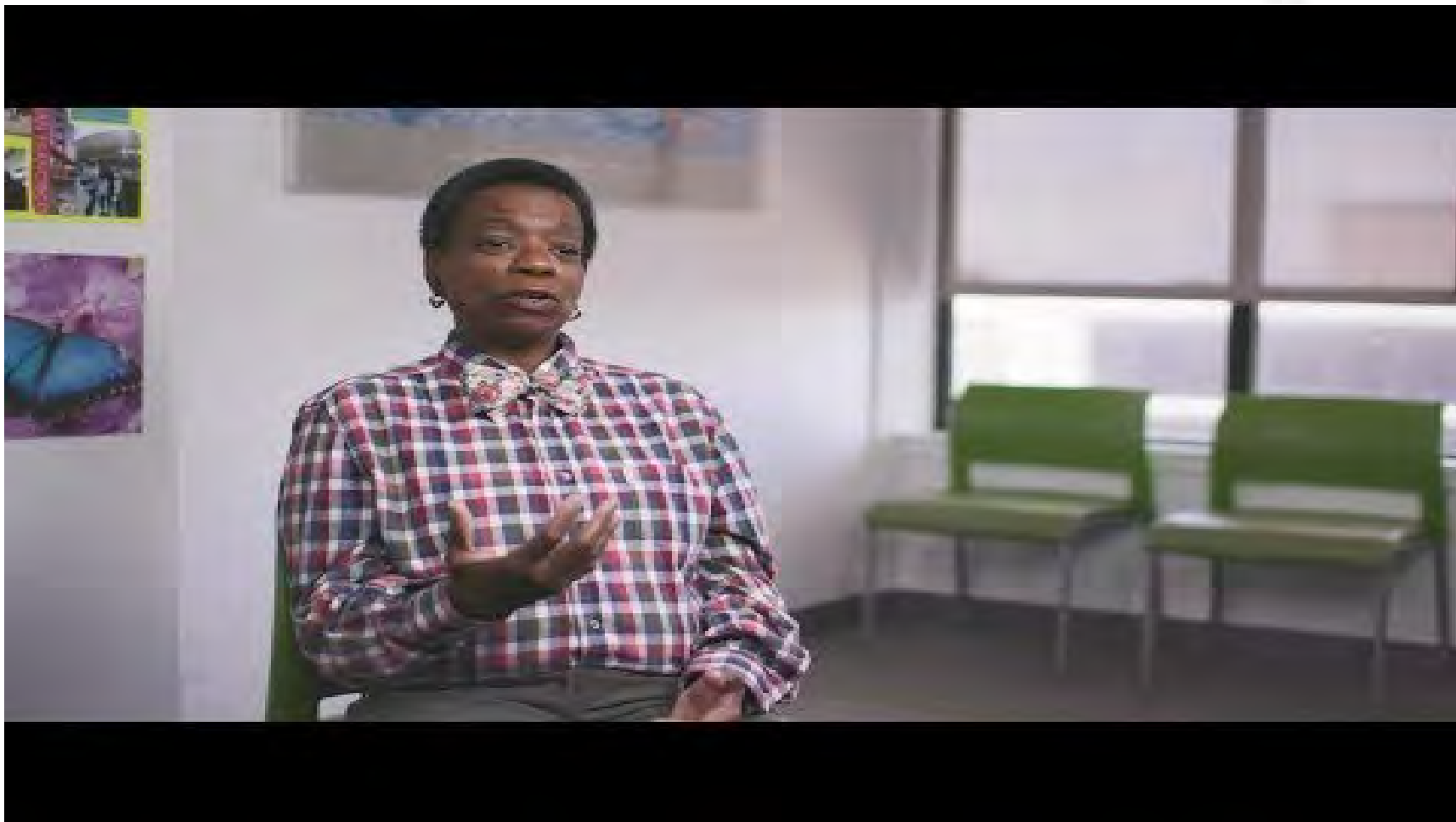
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RSA  
**SHORT**



<https://www.youtube.com/watch?v=1Evwgu369Jw&t=17s>



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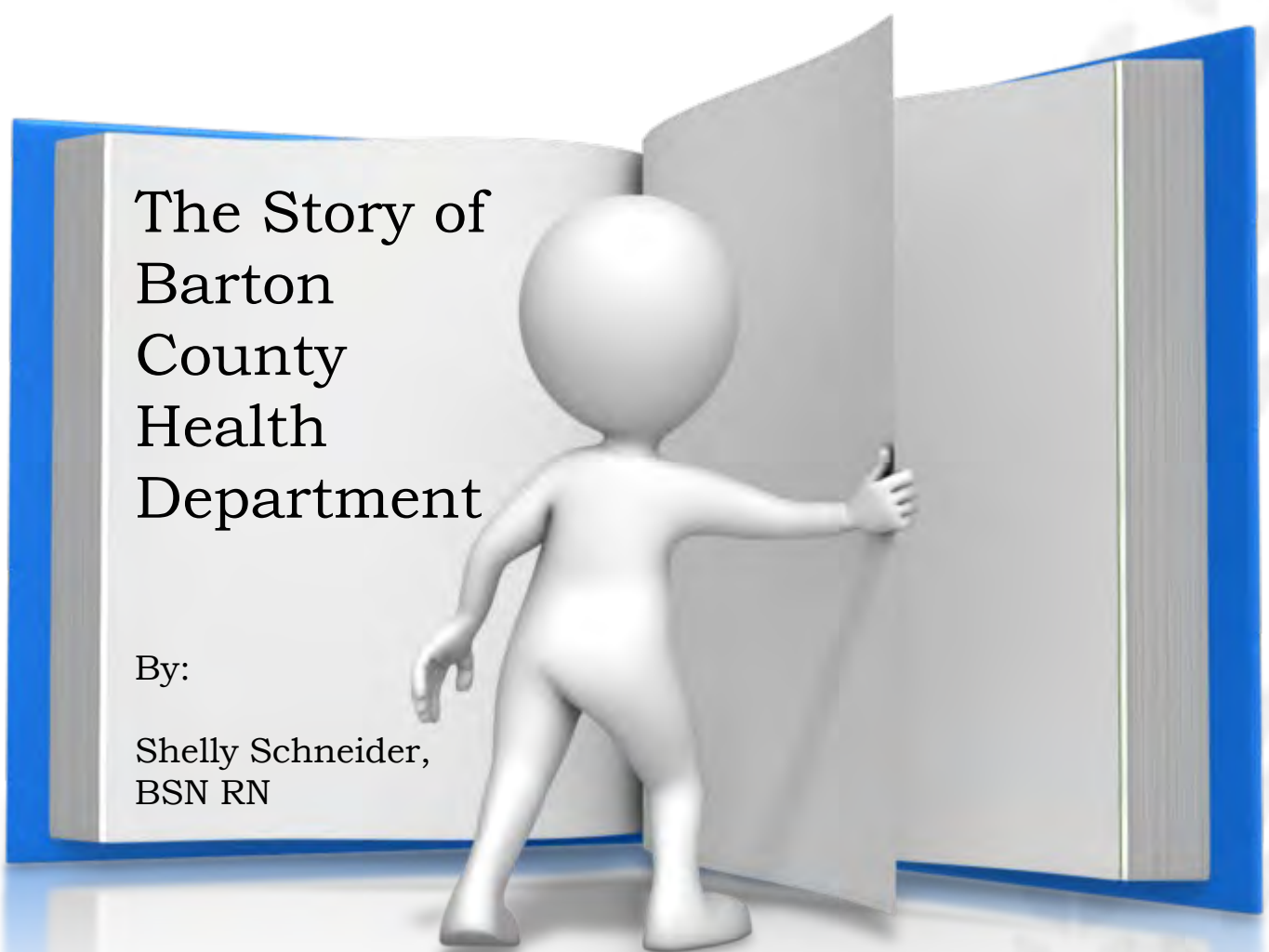
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# The Story of Barton County Health Department

By:

Shelly Schneider,  
BSN RN



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# Resources

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# Questions?



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Thank  
you!