

EXCELLENT CUSTOMER SERVICE -

Always be the best you can be, not taking frustrations out on your patients

Overview:

Your patients are your customers, there is no doubt they should be at the heart of every business strategy. Yet, it often seems this is not always the case.

The role of the receptionist in general practice is very specialised, it is not just about answering the telephone & directing a few enquiries. They often have to deal with the general public at their worst, when they are ill, stressed & worried. It is a very busy, high pressurised environment, they have to keep many plates spinning at one time whilst maintaining their composure of your 'front-of-house'.

With all this going on it can be easy to lose sight of priorities & take frustrations out on patients. Unfortunately bad experiences stick, patients talk to their friends & neighbours, they only talk about the bad bits; your reputation can be damaged easily especially now with patient satisfaction high on the NHS agenda. How much better would it be if a key priority was to 'go the extra mile' and delight the patient.

Who should attend?

This session is perfect for any customer focussed staff (new or existing), it can be run within a locality across a number of practices, however, it is a perfect in-house session for just your staff as it can uncover what causes staff frustrations so solutions & improved processes can be developed and actioned.

How will this course benefit you?

This seminar will reiterate why customers are so important & how strong, profitable & loyal relationships will benefit your business. It will enable delegates to explore what frustrates them & how these frustrations can be managed.

Course Programme/Agenda:

- Understanding customer care
- The importance of customer satisfaction
- Focus attention on key areas
- What stops us doing our job to the best of our ability all the time?
- How to recognise & manage difficult situations
- Giving & receiving respect
- Dealing with patients professionally & not personally

Course Duration:

Half-day seminar/Webinar

Note:

This is an interactive session & does require delegate participation (non-threatening!)

***They may forget what you said
but they will never forget
how you made them feel -
Carl W. Buechner***

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Agenda's mainly apply to off-the-shelf seminar sessions - for on-site training all topics are tailored entirely to meet the needs of your practice.

For information on dates & costs, or for any further information please contact us.