

Session #:W11

**Fortify
Customer Service Efforts
to Withstand the
Winds of Change**

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Leaving service to chance?



“To win in this environment, we need to think past the quality of our services and strive for excellence in the total customer experience”
-Michael Hyatt



Objectives:

- Describe why developing **customer loyalty** is necessary to experience outcomes which will bring your organization through gale force winds of change.
- List industry **stereotypes** which can blow away any customer service efforts if not addressed.
- Explain 2 *easy and inexpensive strategies* that will bolster even the best storm-proofed customer service programs
- Evaluate what you can do so that customer service efforts reinforce **your organization** during winds of change (and beyond!)

Exceptional service is achievable for every organization because exceptional service is “architected” from systems and processes that you control.

-Disney Insight




Satisfaction
vs
Loyalty



Stereotypes

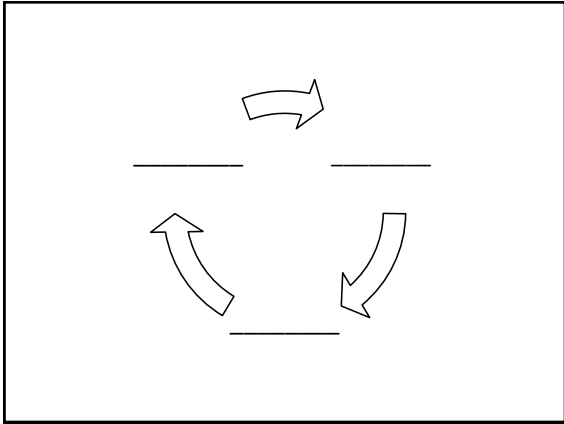
The key to exceeding expectations is to deliver positive surprises relative to the stereotypes of your industry.

-Disney Approach to Quality Service





What stereotypes are associated with long term care?



Purpose

A common purpose is a succinct explanation of what you want the customer's experience to be at an emotional level
-Disney's Approach to Quality Service



N _____
W _____
E _____
S _____



Common Mistake

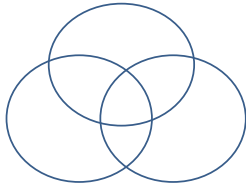
Most organizations limit themselves to doing the obvious things that they know their customers care about

-Disney

Touchpoints

There is a natural tendency to believe that service delivery emanates from people alone. In fact, exceptional service derives from the intersection of...

-Disney Insight



Zone of Exceptional Service

- Disney's Approach to Quality Service

Summary

Create Loyalty:

Strategies:

1. _____

1. _____

2. _____

2. _____

How will you calm the winds of change?



1. How do you want your customers to feel every time they come in contact with your organization?
2. Based on your response above, draft a purpose statement that you could suggest to your leadership team within your organization.

How will you calm the winds of change?



1. Which touchpoints could your facility improve upon in order to exceed customer expectations?
2. How will you improve these touchpoints?
3. Who will you discuss this with when you return to your organization?

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*Thank you!
Questions?*

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Resources

1. Disney Institute: Disney's Approach to Quality Service
2. Creating Magic – *Lee Cockerell*
3. If Disney Ran Your Hospital 9 ½ Things You Would Do Differently – *Fred Lee*
4. Lessons from the Mouse – *Dennis Snow*
5. Gung Ho! – *Ken Blanchard*
6. TEDTalks "How Leaders Inspire Action" - *Simon Sinek*
7. Switch, How to Change Things When Change is Hard – *Heath & Heath*
8. 2011-2012 National Survey of Customer and Employee Satisfaction in Nursing Homes – *My InnerView and National Research Corporation*
