

VETERINARY VOICE: Tips of the Trade

Practice Management- Five Star Customer Service

What is five star customer service and why is it important?

Five star customer service provided by a caring, trained staff, combined with great medical care is a powerful marketing tool. This powerful combination ignites staff passion, and the result is more clients giving you money to do what you love: practice medicine! Have you ever thought about how many employees working in other industries across the country are without passion? Aren't we lucky to have passionate, engaged employees, who love their jobs?

Have you wondered why your clients return to your practice year after year? Why they have chosen your practice over all the other practices in town?

Is it because?

1. Your doctors provide great medical care and preventative medicine with compassion.
2. Your CSR staff answers the phone by the third ring with warmth and a smile.
3. Your technicians display a high degree of passion, knowledge and comprehensive follow-through with every client and patient interaction.
4. Your staff believes that the reason you are in business is because of the clients and their pets.
5. Your staff loves their job and they show it every day.
6. You have an ad in the yellow pages, you are on Facebook, Twitter, My Space, and your hospital has an up to date web page.
7. You have information about your practice while you client's are on hold.
8. Your practice is easily accessible.
9. Your building is well decorated, inviting and odor free.
10. You offer discount coupons for special promotions such as senior wellness and dental health months.

What are some ways to keep five star customer service as a top priority in your practice?

Take some time to sit down with your staff once a month to read all the cards and letters from appreciative clients. Ask your staff if they realize the importance of these cards and letters? Veterinary clients with busy lives take the time to write and say thanks to us all the time. What a powerful and rewarding message that sends to our staff members. Ask your staff members to name at least one customer service benefit they have provided during the month that has resulted in a client's return. Once you discover your staff's five star customer service secrets, put them into daily action and your practice will continue to enjoy climbing revenue all year around!

Questions?

Hospital Administrator:

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Jan Woods' health care career has spanned over thirty years in both human and veterinary medicine. She was previously the Vice President of Operations and Development for Care Net Health Systems based in Nashville, TN and Communicare/NBC HealthCare, based in Fort Lauderdale, FL. Jan is currently the Hospital Administrator, and one of six co-owners of Veterinary Specialty Center of Tucson. She is one of the cofounders and the current facilitator of The Southern Arizona Veterinary Managers Group.