Service Excellence

Make Every Encounter Count
As a new Jackson employee you have the power to shape the customer/patient relationship experience by:

1. Make a good first impression
2. Build trust
3. Please rate your experience:
   - Outstanding
   - Excellent
   - Very good
   - Good
   - Average
   - Poor
4. Empathy is...
   - seeing with the eyes of another,
   - listening with the ears of another,
   - and feeling with the heart of another.
Ask Yourself...

“What do I want someone to remember about me?”

“How can I create the right first impression?”

“How do I want to be perceived?”
Own the first impression: People

- Acknowledge other person
  - Eye contact
  - Smile
  - Verbal greeting
- Professional appearance
- Offer to assist
- Use common courtesy
- Active listening & empathy
What does it take to Be Helpful?

Habit
(Make helpfulness a habit.)

Understanding & Empathy

Fairness

Keep your promises

Effort

Active listening
Levels of Listening

**Acknowledging**
Responding in a way that shows you hear what’s being said and want the other person to say more.

**Paraphrasing**
Using your own words to summarize what you think you heard.

**Active Listening**
Identifies what a customer is feeling during a conversation or the content of a statement including the emotions involved.

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**Active Listening 3 Step Process**

1. **Accept Without Opinion**
2. **Feedback Content & Feeling**
3. **Stop For Response**

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Miracles made daily.
The Art of Active Listening Activity

Part 1
Read each statement below and select the one that best represents Active Listening. Active Listening is empathy based not opinion based.

“They always get the easy jobs and you save the hard ones for me”.
A. “You’re forgetting about yesterday when I gave you the easy job”.
B. “You feel discouraged and that I’m unfair in the way I assign work”.
C. If you’d carefully analyze the work schedule, you’d see that hard and easy jobs are assigned equally”.

I’ve started to organize my time better so that I can handle my regular work and still make follow-up calls to customers.”
A. “I’m happy for you.”
B. “Good. Then you’re finding that the procedures do work.”
C. “You’re relieved to find something that makes your goals easier.”

Part 2
Answers

Miracles made daily.
Own the first impression: Place

Environmental Scan for EOC & NO Waste

- Clean
- Clutter-free
- Noise control
- Broken or damaged equipment
- Blood or any spills on floor
- Bathroom is clean and standing water in the bathroom
- Dirty linens, old food trays, and overflowing wastebasket
- Bedside table
- No urinal or bedpan
- Dust or dirt on pumps or dusty room (window shades, curtains)

Think as if this is your home and these are your guests.
Own the first impression: Processes

Patients don’t see your processes but they do experience them as:

– Wait times without updates
– Cancelled/delayed procedure without notice
– Shift change
Service Excellence Standards – The Jackson Way

- Attitude
- Communication
- Acknowledges Others
- Teamwork & Collaboration
- Responsible & Responsive

- Confidentiality & Privacy
- Pride & Care of the Environment & Self
- Respect
- Telephone Etiquette
- Service Recovery
The Jackson Key Ways

Attitude
- Friendly, courteous, respectful, enthusiastic, & helpful
- Demonstrates empathy
- Takes initiative to support the team

Responsible & Responsive
- Keep customers informed
- Follow through
- Offers to resolve concerns or forward to the appropriate person
- Shows commitment; open to learning and change

Communication
- AIDET & Listening Skills
  - Acknowledge
  - Introduce
  - Duration
  - Explain
  - Thank
- Explains things in simple ways
- Convey care and respect

Acknowledge Others
- 10-4 Rule
- No Pass Zone
- Always offers to help

Miracles made daily.
Teamwork & Collaboration

How we partner with others to drive success

- Works cooperatively to encourage positive work relationships
- Speaks positively of the team
- Adapts to new and changing work environments
- Offers ideas for improvement
My name is consistency, related to success. We should hang out more than... every once in a while.