

# A Service to be proud of

(Great customer service)

A survey of 465 relatives of patients in January of this year found that more than 60% described their experiences of encounters with NHS staff as unacceptably poor. A worrying 87% of those surveyed consider the NHS to be completely lacking in customer service.

Good customer service is just as important in a GP practice or clinic as it is in a major department store. This is a one day course aimed at developing a patient care service that starts the second a person walks through the door. Good patient service means a positive experience for patients, better and more trusting relationships and also a reduction in complaints.

The course will cover the following:

- What is customer service?
- What makes a good/bad service?
- Understanding triggers of dissatisfaction
- The Nuts and Bolts of enhanced communication
- Building a positive rapport
- Anticipating and eliminating complaints
- Tuning in and mood matching
- Evaluating your performance – a benchmarking exercise
- Using feedback to strengthen your service



This excellent course will use a number of learning methods including presentation, case study, group work and best practice. It will include a number of self awareness exercises. A workbook and certificate will be provided for participants who complete the course.

Course Leader Stephen Fry has an extensive background in the retail, licensing and customer management. He is an excellent speaker and accomplished trainer.