

Quality Through the Eyes of the Beholder

Turning moments of truth into moments of trust

Workshop Objectives

Define moments of truth as essential to the customer's definition of quality

Determine moments of truth that shape the customer experience

Use an experience-mapping exercise to compare patient expectations to the actual patient experience

Identify opportunities for enhancing the customer experience

Link the customer experience to organizational mission, vision and values

Every encounter with your customers should build trust in your organization. Yet countless prime opportunities end up eroding patient trust when employees make unwarranted comments or simply don't engage the patient with the right words and actions at the right times. Knowing how your customers gauge quality and being able to identify specific moments of truth will help you to build a loyal following AND reap greater personal satisfaction from your work. This fast-paced, fun session will help you to see your organization through your customers' eyes. You'll identify critical moments of truth and determine small steps that will help you make great strides in service excellence.

Program Format:

This two-hour seminar gives an overview of patient experience mapping that will help participants to understand the gaps between expectations and actual experience. Participants will receive an experience-mapping worksheet that they can apply to their jobs.

Audience:

This session is appropriate for all health care staff at all levels working in hospitals, clinics and long term care.

About the Presenter:

With over 30 years of experience in health care, Kristin Baird's multi-faceted background includes administration, clinical nursing in hospital and public health settings as well as community outreach education and call center management. Baird is a frequent speaker at state and national conferences on the subject of customer service in health care. Her consulting business, now in its 15th year, specializes in helping health care organizations achieve their missions through enhancing customer service, marketing and communications. Baird is the author of Customer Service in Healthcare: A Grassroots Approach to Creating a Culture of Service Excellence (2000, Jossey Bass) and Reclaiming the Passion: Stories that Celebrate the Essence of Nursing (2004, Golden Lamp Press).

If you'd like to see your organization through your customers' eyes, call Baird Consulting at 920-563-4684 or 1-866-686-7672.