

# T I P S T O W O W C U S T O M E R S

Greet with a smile, either in person or on the phone. It may sound corny, but it's true that patients/customers can hear the smile in our voice when you talk on the phone.

Be helpful. Make patients/customers feel that your primary concern is being helpful to them.

Know your "service". If patients/customers feel that you don't have the knowledge to care for their need, they will look for someone who does. Your expertise is part of the value you bring to patient and customer interactions.

Don't make patients/customers feel like dummies. Of course you know more than your customers do about your product or service, but don't make them feel inadequate because they don't share your expertise.

Listen, more than you talk.

Remember, associates will treat patients/customers the way they are treated. If associates are treated with consideration and respect, they will be more likely to treat customers the same way. We are each other's customers!

Make patients/customers feel important and appreciated. When a patient/customer needs help, set aside what you're doing, and focus on them.

Make things easy. Think about how you can make every interaction/transaction as fast and effortless as possible for patients/customers.

Throw in something extra. Giving patients/customers a little extra, or a little more than they expect, can make them feel that you really care about their needs.

Say thank you. This might seem obvious, but it's easy sometimes to forget to thank patients/customers for their business. A genuine "thank you" can go a long way toward creating good feelings.