



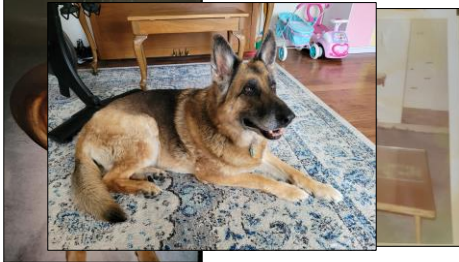
Customer Service

Stephen R. Hopkins, BS, DVM

How I got started in customer service...



My motivation for veterinary medicine...



Signage in today's world



Purpose of Customer Service

People business

Not always just for clients, but how to serve your fellow coworkers.

Service:

- The action of helping or doing work for someone...contribution to the welfare of others.
- A successful customer service team is important for attracting new business, boosting retention, and increasing sales among your existing customer base.

Customer Service

Decide what kind of clients/customers you want:

- Full service general practice
- Specialty practice/referral
- Low cost spay/neuter/vaccine clinic
- Mobile vs stationary
- Brand new/existing clients

Word of mouth is still the best way to advertise a business.

Telephone Call

- First impression is important
– only one chance
- Customer should hear the smile through the phone
- Professionalism
- Caring and eagerness to serve
- Make an appointment – be clear



"Nobody cares how much you know until they know how much you care." - Teddy Roosevelt

Outside of Building

Care for the outside of your establishment in the following ways:

- Pick up trash
- Keep landscape presentable
- Have nice, neat parking lines
- Professional and legible signage



The exterior of your establishment sends the message of how well you will take care of your customers' pets.

Inside of Building

Care for the inside of your establishment in the following ways:

- Smell and decor
- Waiting room
 - Comfortable
 - Roomy
 - Safe
 - Dog vs. Cat separation
- Appearance of personnel
 - Proper identification
 - Smile/eye contact/stand up
 - Professional and confident
 - Kind, caring voice with greeting



Inside of Building cont'd

- Cleanliness
- Distractions
 - Fish tank
 - TV/informercials
 - Videos
- Music
 - Soothing vs hip hop/rap
- Wait time



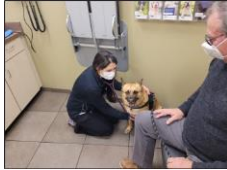
Examination Room

- Personnel – ID (Vet Nurse/Assistant)
 - Smile
 - Introduction
 - Greeting
 - Comfort level
 - Professionalism/respectful
 - Knowledge, answer questions
 - Confident interaction with client
 - Outside of door chatter
 - Empathy
- Cleanliness
- TV: Informational vs video; music; informative material



Examination Room cont'd

- Wait Time
- Veterinarian – ID
 - Introduction – eye contact, knows client and patients' names
 - Smile
 - Greeting
 - Appearance – professional
 - Comfort level – floor vs exam table
 - Professionalism/respectful
 - Confidence
 - Knowledge, answer questions
 - Empathy
 - Diagnosis, prognosis
 - Recommendation of care/cost



Connection Tips

- Read medical record
 - Owner's name; reason for appointment
- Patient
 - Name
 - Age
 - Breed
 - Color
 - Gender
- Calm, friendly demeanor
- Compliment
- Examine patient out loud
- Avoid judgement of the care and management of patient



Connection Tips cont'd

- Communicate
 - Verbal
 - Paraverbal – tone
 - Non-verbal – body language
- Develop relationships with clients
- Ask open-ended questions beginning with:
 - How
 - Why
 - What
 - When
- Maintain eye contact
- A calmer client = a calmer patient

Check out

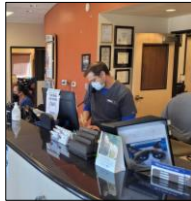
Receptionist/Nurse/Assistant

- Smile
- Confidence, eye contact
- Efficiency
- Professionalism
- Empathy/sympathy
- Own it

Call back

Try not to leave a message

- Post-op
- Post-treatment
- Post laboratory
- + diagnostic procedures
- **Patient status**



Quotes

- Service department Perfection Honda Customer Service:
 - It takes months to find a client...seconds to lose one.
 - It is not a department...it is an attitude.
 - If we don't take care of the customer...someone else will.
 - Service doesn't come from a manual...it comes from the **HEART**.
- "People will forget what you said, people will forget what you did, but people will never forget how you made them feel." - Maya Angelou
- "Attitude is a little thing that makes a big difference." - Winston Churchill
- "Teamwork makes the dream work." -source unknown
- "The strength of the team is each individual member. The strength of each individual member is the team." - Phil Jackson

More Quotes

- "We shall never know all the good a simple smile can do." - Mother Teresa
- "Do what you do so well that people will want to see it again and bring their friends and family." - Walt Disney
- Golden Rule: Do unto others as you expect them to do unto you.
- "The best way to find yourself is to lose yourself in the service of others." - Mahatma Gandhi
- "For success, attitude is as important as ability." - Source unknown

More Quotes cont'd

- "Treat all people as if you will be in their will."
- "It is amazing what one can accomplish if you don't care who gets the credit." - Harry Truman
- "Outstanding customer service will create new heights for a service business. Bad customer service will destroy a service business." - Stephen Hopkins
- "Great customer service will allow you to be loved and appreciated by hundreds of people and their beloved companion animals in your career."

Service

- Is the customer always right? Not always, but going the extra mile to listen to customers to understand their needs will pay off tremendously.
- Being proactively helpful: Great customer service often means anticipating your customers' needs before they even have to tell you.
- Bad customer service:
 - Long wait times
 - An automated system that makes it hard to reach a human agent
 - Having to repeat information multiple times
- To position themselves for success, businesses must integrate service into the journey at every interaction point.

Service cont'd

- 60% of new service-oriented businesses fail within the first 5 years.
- 61% of customers would now defect to a competitor after just one bad experience. Make it two negative experiences, and 76% of customers are out the door.
- More than 60% of customers say they now have higher customer service standards.
- An unhappy client tells at least 10X more people than happy clients.
- 90% of customers will spend more with companies that personalize the customer service they offer them.
- Excellent customer service means exceeding customers' expectations.

Spiritual Gifts

Serving

Giving/Philanthropy

Healing

Your Calling

Leading

Don't underestimate what you have to offer.

Philanthropy Misunderstood

One Hundred-Plus Stories From
People Who Helped Change the World
By Bob Hopkins







