

# Indian Health Service

## Customer Service: It's not about ME, or is it?

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DATE



# What is Customer Service?

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It depends on who you ask

Customer service is  
not a department, it's  
everyone's job.

*Anonymous*

Under promise,  
And over deliver.

*-Toby Bloomberg*

Rule 1: The customer is always right.  
Rule 2: If the customer is ever wrong,  
re-read Rule 1.

*Stew Leonard, CEO Stew Leonard's*



*Customers are the most important visitors on our premises. They are not dependent on us. We are dependent on them. They are not an interruption in our work. They are the purpose of it. They are not an outsider in our business. They are a part of it. We are not doing them a favor by serving them. They are doing us a favor by giving us an opportunity to do so.*

Kenneth B. Elliott

# We are ALL customers

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- Working with someone within our department
- Working with someone in another department
- Working with a third-party payer or the FI
- Working with someone at another service unit, area or HQ

# We all SERVE customers

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- Assisting someone within our department
- Assisting someone in another department
- Assisting a third-party payer or the FI
- Assisting someone at another service unit, Area or HQ
- Assisting a patient

# Customer Service 101-Am I Delivering?

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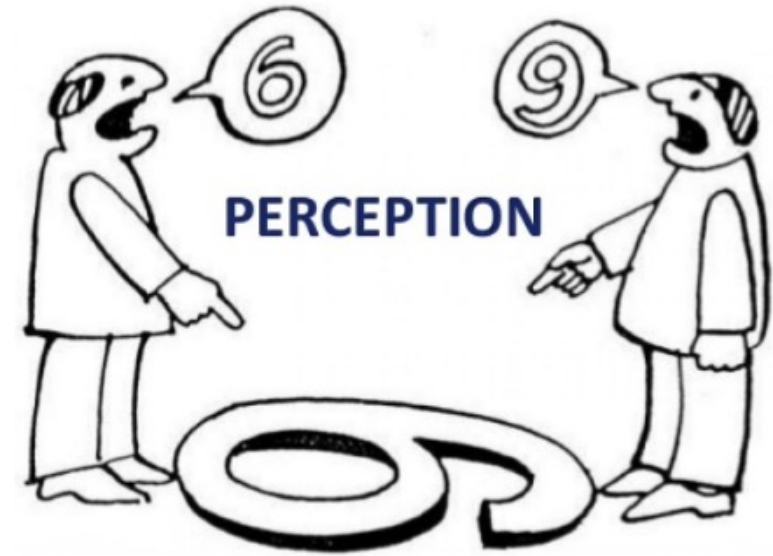
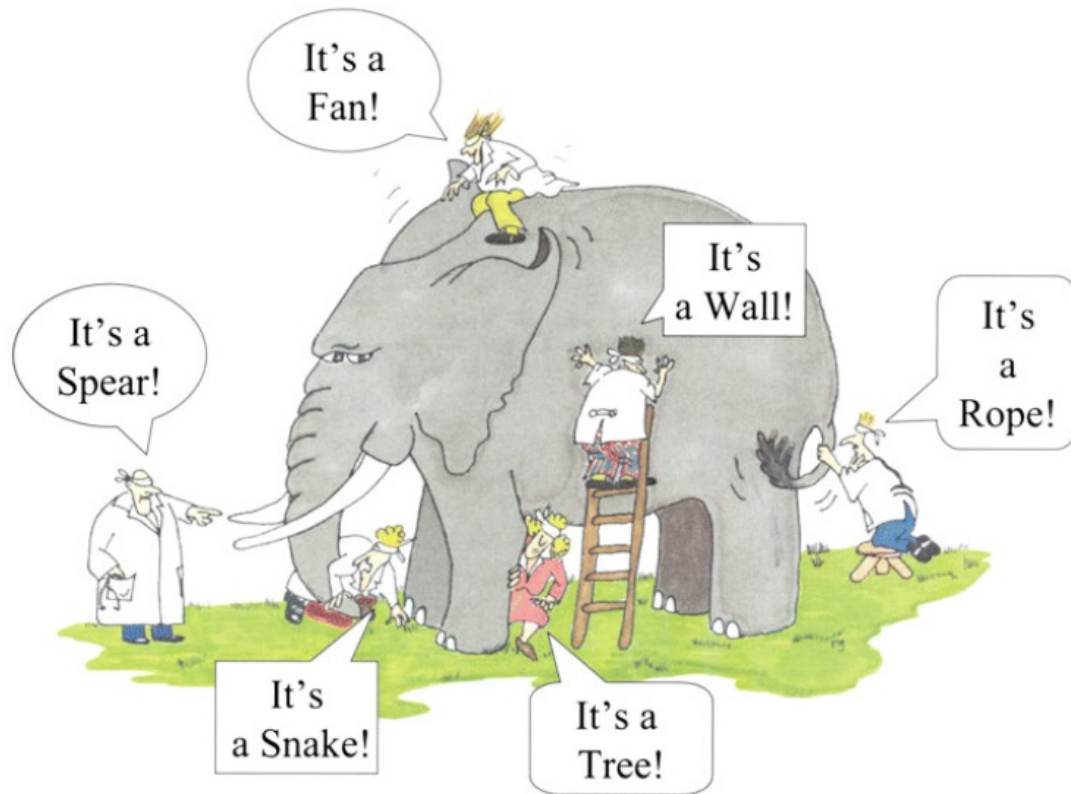
Whether you are the customer or you are serving a customer:

- What is their perception of you?
- What is their impression of you?
- Is there a reputation that precedes you?



# Your Perception is Your Reality

“The Blind Men and the Elephant”



# Your Perception is Your Reality

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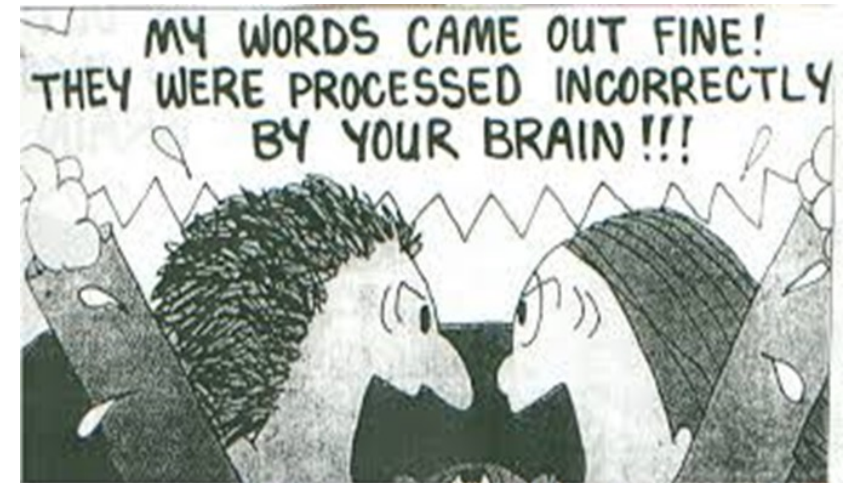


People act/react based on their reality

# Is It Them?

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- They were in a bad mood
- They were yelling
- They were upset with me
- They weren't listening



# Is It Me?

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- What kind of mood was I in?
- Did I let them finish?
- What was my tone and volume?
- How was my body language?
- Did I provide undivided attention?

*Blessed*  
are the  
*flexible,*  
for they  
will not be  
*bent*  
out of shape

BananaBuzzBomb.com

# Customer Experience

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**What are the small gestures you convey that satisfy or offend customers?**

# Customer Experience

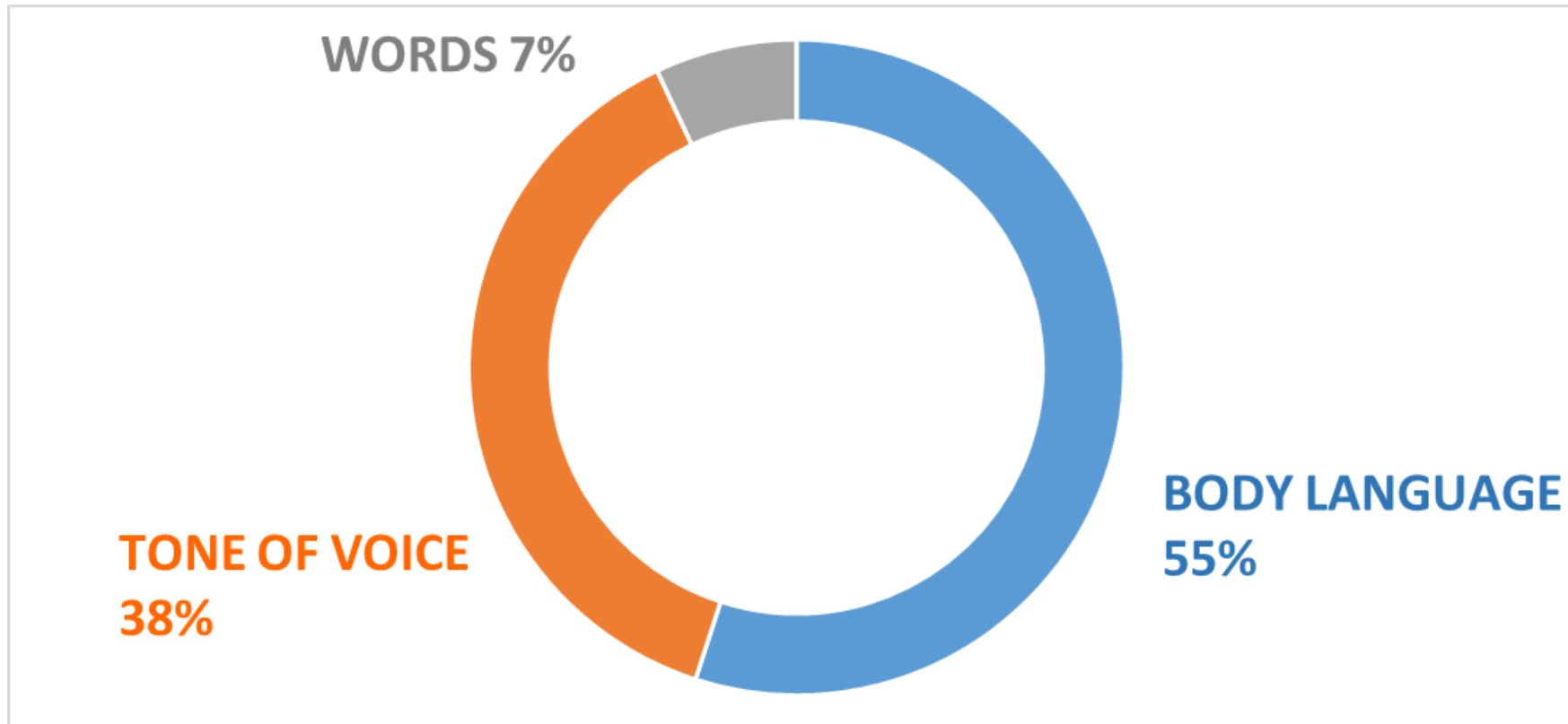
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- Tone of voice
- Lack of acknowledgement and greeting
- Eye contact
- Avoidance
- Body language, posture
- Facial expression
- Abruptness
- Dress/attire/body alterations
- Distractions (cell phone use, talking)

# Customer Experience

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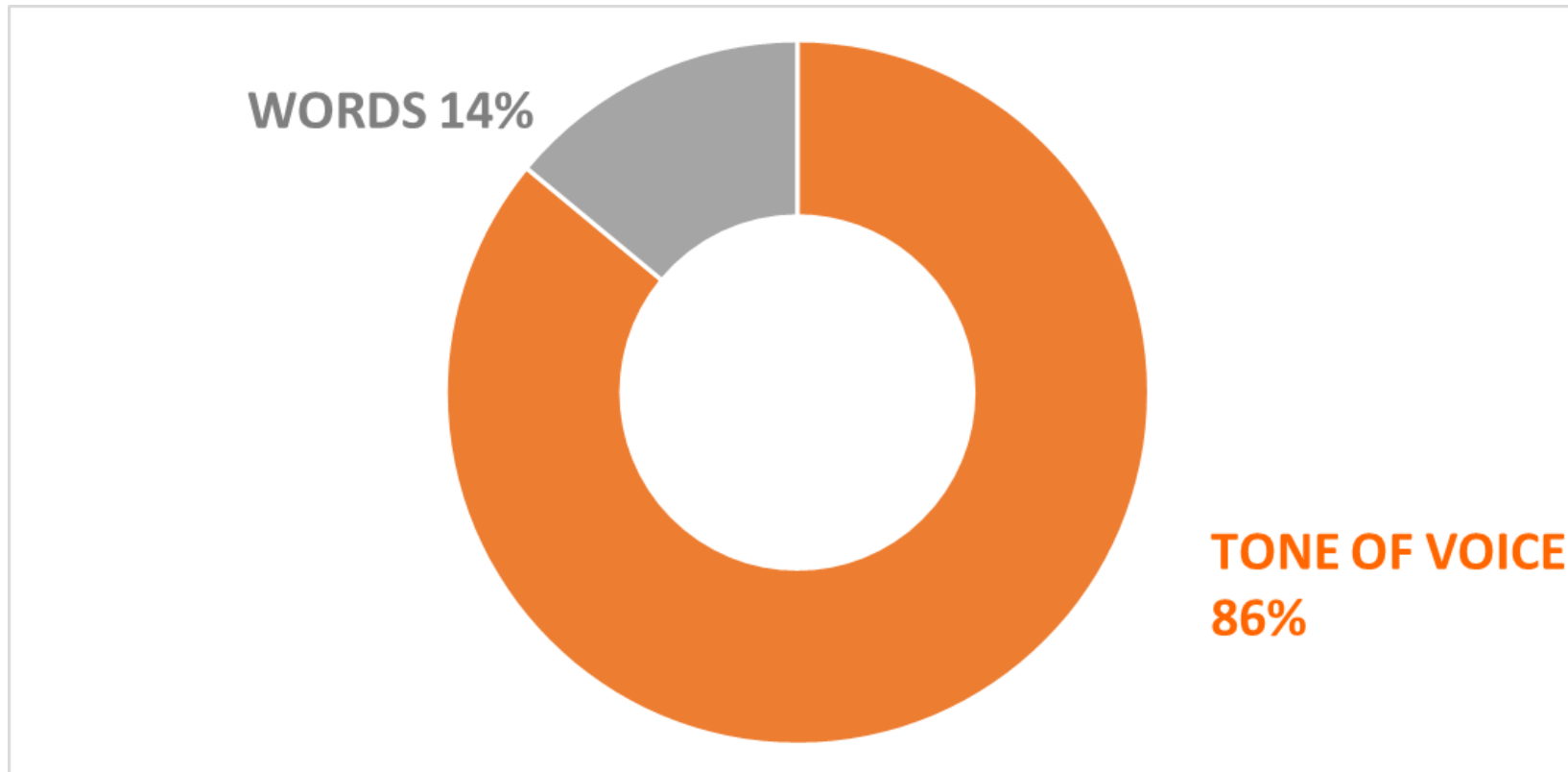
It's More Than Just Words- Face To Face



# Customer Experience

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It's More Than Just Words- Over the Phone





# Email and Electronic Communication

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- Consider your tone (use of punctuation)
- Consider the content (would you say the same thing in person?)
- Consider the ability to be shared widely
- Consider the electronic footprint
- Consider the issue

**DON'T YOU  
TYPE AT  
ME IN THAT  
TONE OF  
VOICE.**

Let's eat grandpa.

Let's eat, grandpa.

**Correct punctuation can  
save a person's life.**

# Customer Experience

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- Acknowledgment and greeting
- Appropriate eye contact
- Body language and posture
- Facial expression
- Compassion
- Empathy
- Willingness to help
- Undivided attention
- Attention to detail
- Professionalism



# Customer Experience

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[Empathy: The Human Connection to Patient Care - YouTube](#)

**"Please" and  
"Thank You"  
costs  
nothing but it  
does go a  
long way.**

# Develop Good Customer Service Skills

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- Communicate effectively
- Listen carefully
- Do not take it personally
- Put personal differences aside
- Leave personal problems at home
- Put yourself in their shoes
- Remember there are two sides to every story

COMMUNICATION  
IS KEY

# How are we communicating and sharing information at work?

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Email

Phone call

Text message

Instant message

Voice message

In-person

Virtual meetings

Relayed message

Sign on the door

**“The two words 'information' and 'communication' are often used interchangeably, but they signify quite different things.**

**Information is giving out;  
communication is getting through.”**

*Sydney J. Harris*

## Out to Lunch

**If not back by five,  
out for  
dinner also.**



# The challenges of communication in today's work environment

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Virtual meetings

Time zone differences

Different tours of duty

Increased volume of email

Email vs. conversation

Interpretation of email tone

Response delay



# Customer Service

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It's not about ME, or is it?



# Customer Service

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It *is* about me...when I am the customer or  
when I am serving the customer

# Questions?

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