Integrating Technology & Customer Service

Technology & Customer Service Should Fit Together

Technology SWOT Analysis

In the news...
**Tech Station**

- Central Communication Center
- TEAM Effort to Report
  - Telephone Comments
  - Exam Comments
- Process of Recording
  - Database Notes
  - Flags in Charts
- Impromptu Regular Meetings
  - Technology Updates
  - Discuss Patient Comments
  - Message updates
- Promotes customer service

**Technology Strengths**

**Technology**

- Advanced IOLs
  - EDOF
  - Multifocal
  - Accommodating
- Corneal Inlays vs Monovision LASIK
- OCT technology
- Abberometry

**Strengths**

- Education Techniques
  - Contrast Options
  - Make Recommendation
  - Use Educational Tools
- Presbyopia Treatment
- Retinal Image Excellence
- Tool to explain vision

**Technology Weaknesses**

- Technology in eye care is changing rapidly
  - Surgical
  - Medical
  - Clinical
  - Business Administration
- Purchase & Integration Cost
- Difficult to Market
- Patient Understanding
- Are we slow to embrace new technology?

**Practice Opportunities**

- Embracing new technology available to help detect threats to eye health, and keep your patients vision as sharp as possible
- Distill information in way meaningful & effective to patients
- Assess patients particularly interested in newer technologies
- Technology can help you connect
  - Software links to providers that coordinate patient care
  - Limiting redundant testing and patient information documentation
- Co-management
  - More efficiently share patient data
  - Avoids redundancies
Threats to Success

- Unhappy Patients
- Decreasing Level of Customer Service
- “Nobody cares how much you know, until they know how much you care.”

“Hierarchy of Patient Needs”

- Safety & Security (Feeling in Control)
- Made to Feel Welcome, Comfortable & Oriented
- Financial Counseling/Affordability
- Recognized as an “Individual”
- Empowerment Through Education
- Established Trust & Rapport
- Consistent Service & Follow-Through

Applying Customer Service

“Signature Customer Service”

Customer Service SWOT ANALYSIS

STRENGTHS

- TREAT—others the way you’d like to be treated—with dignity, respect and courtesy

WEAKNESSES

- EMPATHIZE—customers need to believe you feel their pain, concern, etc.

OPPORTUNITIES

- LISTEN—to understand the facts and emotions behind the patient’s state

THREATS

- ATTITUDE—more important than skills and can be contagious

The Golden Rules

- TREAT—others the way you’d like to be treated—with dignity, respect and courtesy
- EMPATHIZE—customers need to believe you feel their pain, concern, etc.
- LISTEN—to understand the facts and emotions behind the patient’s state
- ATTITUDE—more important than skills and can be contagious
**Contact Point Opportunities**

- Every contact point between the patient & staff member should have a distinct & memorable opening
- 15% - Technical Skills
- 85% - Communication, Presentation, Get Along, Rapport, Emotional Intelligence

**People don’t care what you know….. Until they know how much you care!**

**Customer Service…**

- Starts on the telephone
- Continues when the patient enters the office
- Continues when the patient meets the staff
- Continues during the exam
- Continues with follow up phone calls and written correspondence after the procedure!
- It involves the WHOLE TEAM!

**Important and Appreciated**

- Use their name
  - Becomes more personal
  - Friendly instead of sterile

- Acknowledge the decision is a big step
  - Be excited for them
  - Congratulate them for coming in

- Give anecdotes
  - People like to have their feelings validated
  - Helps them feel at ease
  - Go above and beyond – anticipate their needs!

**Train & Involve Your Staff**

- Doctor
- Techs
- Business Staff

**Are you all on the same page?**

**Re-engineer Customer Service around Technology**
**Train for Service Excellence**

- Match training to service standards
- Equip team with hard & soft skills
- Keep training
- Who needs to be “retro-fitted”
- Measure your Patient’s Experience
- Scheduled
  - “Mystery Shoppers”
  - Patient Surveys

**Confidence through Communication**

55% body language
38% tone
7% words

**Your front line is your bottom line**
- Under promise and over deliver — *Personalize the experience*
- Implementation

**Refocus Your Team**

**Patient Attitudes to Recognize:**

- **Proactive** — confident and self-assured. These patients are knowledgeable and will be coming in seeking facts and assurance of your qualifications.
- **Reactive** — aggressive and focused on understanding how they will benefit.
- **Inactive** — timid and questioning of benefits

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**Use Technology to Build Patient Rapport**

**Confidence Builds Rapport**
Focus on Patient Needs

- How can you best explain the technology to your patient?
- Be curious about their lives, how can the technology make their lives better?
- Be associated with their needs before they walk in the door. Remember why you’re in business – to best serve patients!

Flexibility – being flexible or adaptable is crucial for demonstrating and understanding your patient.

- Every patient is unique & you must adjust your style to connect.
- Be flexible with your style because you work with different types of people.
- Identify the patient’s style
  - Visual
  - Auditory
  - Kinesthetic

Rapport – building a relationship with the person to whom you’re interacting.

- Pay attention to responses. Patients will engage if communicated to in their preferred channel.
- Channels – visual (like to see), auditory (like to hear) and kinesthetic (like to feel).
- You need to care if the patient is a candidate.
- LISTEN - Most are only 25% effective at listening. We have two ears and one mouth for a reason – listen twice as much as you talk!

“If you wish others to believe in you, you must first convince them that you believe in them.”

-Harvey McCay
Failure to LISTEN Leads to Failure in:

- Building the Technology Relationship
- Understanding Motivation
- Addressing FEAR
- Comfortably discussing MONEY
- Getting Contact Information

Remember... You must be committed to customer service EVERY day, EVERY patient!

I encourage you to take personal responsibility for the success of your practice.

Thank You for your attention & participation!

Questions?

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