

WOW! Your Patients Every Time

The Science Behind Delivering Exceptional Customer Service

Looking to gain a competitive advantage in your market? Start with customer service training for your team!

The average American tells 15 people when they've had a poor customer service experience.

American Express

Worldwide, 96% of consumers say customer service influences their loyalty to a brand.

Microsoft

89% of consumers have switched to doing business with a competitor following a poor customer service experience.

Harris Interactive

Research proving the importance of customer service is extensive. Hoping your team knows how to WOW! patients with their customer service is not a long-term strategy for success! Practices must take an active role in identifying the customer service skills they expect their team to deliver and provide regular training to ensure the service is consistent among all team members.

Competition in the dental space is more prevalent than ever. In this fun and actionable presentation, Kate Reid shares a 3-step process to delivering exceptional customer service with every patient, every time. Attendees return to their office with the tools necessary to evaluate the service their patients are receiving and tips for turning negative experiences around.

When a practice consistently delivers exceptional customer service, that is the greatest competitive advantage that a practice can have!

Course Objectives

- Define "patient-centered care" in the digital age.
- Map the patient experience and identify the opportunities for delivering exceptional service.
- Identify and explore the customer service skills needed to WOW! your patients.
- Learn a new tool for leveraging patient feedback into future positive experiences.

Target Audience

Doctors, Managers, Team Members

Recommended Format

Full or Parital Day, Lecture or Workshop



THE PATIENT-CENTERED
PRACTICE™



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