

MICHIGAN
MASONIC HOME



QUALITY CUSTOMER SERVICE
NICE, HELPFUL, RESPECTFUL, COMPETENT

Quality Customer Service At Masonic Pathways

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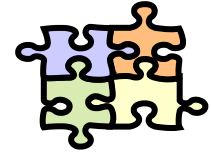
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WHAT IS CUSTOMER SERVICE?



How you treat and care for residents and patients.

How you meet and greet people.

How you answer the phone.

Having a genuine and positive attitude.

How you handle and follow-up on problems and concerns.

WHO IS OUR CUSTOMER?



WHO IS OUR CUSTOMER?

Our customers include everyone who comes into contact with Masonic Pathways, our community and our services on a daily basis.

Residents and patients

Members of the Community

Employees (co-workers)

Families and friends

Visitors

Discharge Planners

Doctors

Hospitals

Volunteers

Suppliers (vendors)

YOU ONLY GET ONE CHANCE TO MAKE A FIRST IMPRESSION

Nearly 70% of the customers who stop doing business with a company do so based upon a negative first impression.

Although beautiful buildings and grounds may be the first thing people see, it is the friendly and caring staff that will make a lasting first impression.

WHY CUSTOMERS LEAVE

Perception/attitude of indifference 68%

Product dissatisfaction 14%

Price/cost 9%

Friends' recommendation/referral 5%

Relocation/move 3%

Death 1%

WHAT IS THE CUSTOMER'S PERCEPTION (OR IMPRESSION) WHEN THEY HEAR...

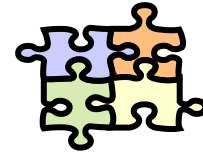
“That’s the way we’ve always done it.”

“That’s not my department.”

“We can’t do that.”

“We’re working short again today.”

“The office is closed. You’ll have to call back.”



WHAT IS THE PERCEPTION CREATED WHEN CUSTOMERS...

Spend 5 minutes on hold?

Receive an incorrect bill every month?

Constantly hear excuses rather than possible solutions?

Wait 15 minutes for someone to assist their mother?

Fail to get their phone calls returned promptly?



SOLUTIONS NOT EXCUSES

Instead of ...

“That’s the way we have always done it.”

“That’s not my department (or job).”

“We can’t do that!”

“I’m too busy.”

Try...

“That’s a good question. Let me find out.”

“I will find someone to assist you.”

“Let me see what I can do.”

“I will be with you in a few minutes.”

PROPER TELEPHONE ETIQUETTE

Every call is important! You never know who is on the other end of the line. A telephone call can be where your relationship with the customer begins... or where it ends.

Answer every call within three rings.

Speak clearly and professionally.

Make proper use of the “on hold” button.

ALWAYS offer to take a message.

Answer all calls on a positive note.

Return all calls before the end of each day.

OTHER HELPFUL PHONE HINTS

Instead of...

“She’s out sick.”

“He hasn’t come in yet.”

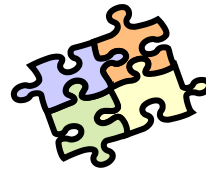
“She left early today.”

Try...

“She’s not in the office today.”

“He isn’t in at the moment.”

“She’ll be in tomorrow.”



OTHER HELPFUL PHONE HINTS

Instead of...

“He’s in the restroom.”

“She’s on break.”

Try...

“He isn’t in his office at the moment.”

“She has stepped away from her desk.”

APPROVED MASONIC PATHWAYS

TELEPHONE GREETING

Smile. Make your voice cheerful and sincere.

“Thank you for calling _____ (insert department name), this is _____ (insert your name), how can I help you?” Then actually help the caller.

Avoid just taking a message or transferring to another extension. Try your best to answer the question, even if you have to call them back (and make sure you do so in a timely manner).

BUILDING RELATIONSHIPS

HOW YOU CAN HELP

Knock before entering.

Make eye contact. Smile.

Call people by name.

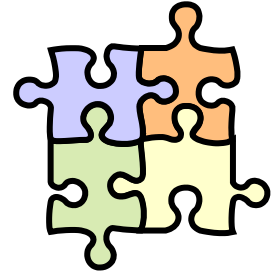
Be sincere.

Speak clearly and directly to the resident.

Avoid talking “over, around or about” the resident.

BUILDING RELATIONSHIPS

HOW YOU CAN HELP



Be complimentary.

Avoid gossip.

Communicate your intentions clearly.

Offer choices.

Ask for assistance when needed.

Keep your promises. Always tell the truth.

COMMUNICATE YOU CARE

Address the resident or patient by name.

Be a powerful listener.

Offer to be of help.

Concentrate on the details.

Be aware of your body language.

Remember... someone is always listening.

People will always remember how you made them FEEL.



RESOLVING CONFLICTS & COMPLAINTS

Many customers don't complain because they think nothing will happen or they fear the loss of goodwill from the staff, particularly toward their loved one. *For every customer who complains, there are 26 others with complaints who remain silent.*

Well-handled problems increase loyalty and satisfaction.

A high percentage of health care referrals come by word of mouth. *You seldom get a referral from an unhappy customer.*



APPROVED MASONIC PATHWAYS RESPONSE TO COMPLAINT

Apologize.

While doing so, give the “complainer” your full attention.

“I’m sorry, how can I help to make this better?”

Take immediate action.

Whether you personally resolve the problem or report the problem, follow through to make sure it is resolved.

QUALITY CUSTOMER SERVICE BEGINS AND ENDS WITH YOU!

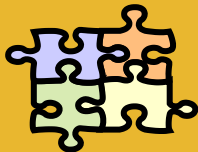
Every Masonic Pathways employee is important.

Every Masonic Pathways employee makes a difference.

We want every customer who calls or visits Masonic Pathways to have a positive experience.

It is not what our customer service or mission statement SAYS that is important, but the LEVEL OF ACTION surrounding the statement that makes the difference.

Customer Service extends into the community. We are a direct representation of our place of employment 24/7.



A POSITIVE CHANGE



IT'S YOUR CHOICE!



ARE YOU WITH US?