

## ***Quality Through the Eyes of the Beholder:*** *Turning moments of truth into trust*

Every encounter with your customers should build trust in your organization, yet countless prime opportunities end up eroding patient trust when employees make certain comments or simply don't engage the patient with the right words and actions at the right times. Knowing how your customers gauge quality and being able to identify specific moments of truth will help you build a loyal following and reap greater personal satisfaction in your work.

This fast-paced, fun session will help you see your organization through your customers' eyes. You'll identify critical moments of truth and determine small steps that will help you make great strides toward service excellence.

### **Program Format**

This two-hour seminar gives an overview of patient experience mapping that will help participants understand the gaps between expectations and actual experiences. Participants will receive an experience-mapping worksheet that they can apply to their jobs.

### **Who Should Attend?**

This session is appropriate for all healthcare staff at all levels working in hospitals, clinics, and long-term care.

### **About the Presenter**

Kristin Baird is president of the Baird Group. A nurse, author, and consultant, Baird brings her multi-faceted background into every dimension of training. Her knowledge of customer service combined with an engaging personality is a winning combination for effective, memorable training.

### **Objectives**

- *Define moments of truth essential to the customer's definition of quality*
- *Determine moments of truth that shape the customer experience*
- *Use an experience-mapping exercise to compare patient expectations*
- *Identify opportunities for enhancing the customer experience*
- *Link the customer experience to organizational mission, vision, and values*



Transforming culture. Shaping patient experience.