

Baird Group Popular Presentations: Service Recovery

Service Recovery:

Four Critical Steps to Picking Yourself Up When You Fall Short

Whether it's lost information, long wait times, or confusing directions, when something goes awry in a service encounter, your customers are left feeling disappointed and vulnerable. Do your employees understand that they hold the key to winning over a disappointed customer for life? Are they comfortable handling service problems?

This workshop will assist you in developing an effective service recovery program that can help salvage vital customer relationships. Participants will complete an exercise in closing the gap between customer expectations and the actual service encounter. They will receive a staff engagement exercise and an organizational readiness checklist. The workshop familiarizes participants with the four critical steps of service recovery and identifies techniques that staff can use in reversing potentially damaging situations and winning loyal customers for life.

Program Format

The program is customized for each organization, incorporating comments gleaned from your own satisfaction surveys. Designed as a workshop to engage participants, this program fosters critical thinking and includes hands-on activities. Choose between a two-hour seminar and a four-hour workshop.

Who Should Attend?

Healthcare CEOs, directors, managers, customer service leaders, marketing departments, physician practice managers, and anyone responsible for fostering positive relationships between front-line staff and customers.

About the Presenter

With over 30 years of experience in healthcare, Kristin Baird's multi-faceted background includes administration, clinical nursing in hospital and public health settings, as well as community outreach education and call center management. Baird is a frequent speaker at state and national conferences on the subject of customer service in healthcare. Baird is the author of *Customer Service in Healthcare: A Grassroots Approach to Creating a Culture of Service Excellence* (2000, Jossey Bass) and *Reclaiming the Passion: Stories that Celebrate the Essence of Nursing* (2004, Golden Lamp Press).

Objectives

- *Recognize the value of understanding your customers' expectations in a service encounter*
- *Learn techniques for teaching staff how to reverse a customer service encounter gone wrong*
- *Discover how a service recovery program will not only salvage customer relationships, but enrich them as well*
- *Understand the value of having a service recovery program in place*
- *Learn the four critical steps to service recovery and how to embed them in your culture*
- *Assess your organization's readiness for implementing a successful service recovery program*



Transforming culture. Shaping patient experience.