



Make a legendary customer service impression.

When your office culture, care, and climate are focused on making the patient experience your highest priority, your doctor and team of motivated and inspired service leaders will deliver five star office success. Prepare, organize, and preserve your customer service excellence to produce outstanding practice results.

CULTURE

Customers will never love your dental practice until your team members love it first. A winning culture starts with leadership and is expressed through vision, mission, action, expression of core values, and teamwork. Through positive communication, create and preserve a unique culture focused on the customer. Culture is not optional. Differentiate your practice from other offices by nurturing a culture of service.

CARE

Focus and dedicate time and attention to your customer service experience. Maximize your opportunity to create delighted, fulfilled, and happy patients. Through friendliness, appreciation, service, and surprises, optimize team engagement in providing outstanding patient care. Delivering amazing service consistently elevates your practice to the level of excellent.

CLIMATE

By creating a climate of team empowerment, customer service management systems are implemented to eliminate mistakes, rework breakdowns, inefficiencies and unwanted variations in the daily schedule. By prioritizing your customer service areas of improvement, consistency is created. Five star customer service is more than a business strategy, it is a philosophy that touches the human spirit.

LEARNING OBJECTIVES:

- Analyze the elements of leadership and teamwork: trust, ownership, communication, alignment, results and excellence
- Learn the 10 most powerful phrases of customer service
- Discover how to listen, understand and respond to successfully handle complaints
- Explore the exceptional new patient experience – *don't leave it to chance!*
- Learn the Four C's of improving systems: collecting, compiling, communicating and correcting
- Develop a climate of care backed up by actions which foster patient loyalty

Suggested Audience:

Dentists and
Team Members

Suggested Format:

Full or Half Day;
Workshop; Keynote

*"I loved this course! **Great information**, interesting lecture, engaging class! I would love to see her again!" -Dorothy B.*

"Superb pearls to enhance the quality of your patient experience." -Dr. Jay Bowman

