



PERCEPTION IS REALITY

Customers are constantly assessing, appraising and evaluating the quality of your service. During every interaction and throughout each stage of the service cycle, customers form impressions and opinions about you. You can influence—and improve—these opinions by focusing on **perception points** customers experience every day.

Perception points are real. They are the crucial moments when people see, hear, touch, taste, smell—**experience**—you and your organization. Each moment of customer contact, whether before, during or after a particular service, will affect what people say and believe about you.

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SIZING UP THE COMPETITION

by Chris Thrash

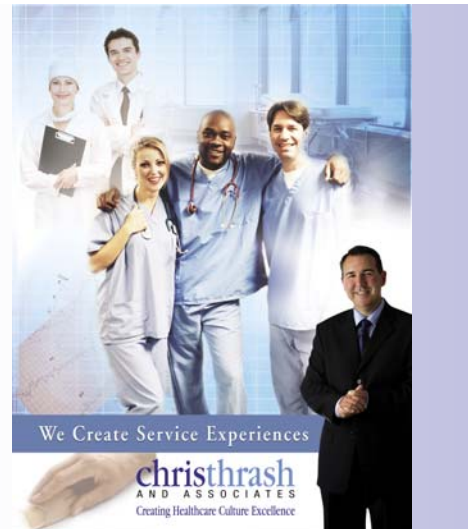
Where is your organization today?

Take a close look. What are the values and service standards of your organization? How good are your products and services? How consistent and user-friendly are your delivery systems? How warm and welcoming is the service mindset of your staff? How well do you cultivate long-term relationships with your patients and staff members?

Where are your competitors today?

Now take another look. What are the standards of your best competitors? Are their products and services better than yours? Are their delivery systems easier to use, more streamlined, more reliable? Which competing hospital or organization has the best reputation for patient care and helpful service staff? Who builds long term relationships with patients and staff members? You, or your competition?

Develop a **service culture** that creates dynamic experiences for patients and their family members. Polish your perception points to create positive experiences. Achieve and implement



both reliable and surprising service experiences within your organization. Increase patient loyalty by delivering effective service recovery. Enjoy the benefits of having a great reputation for patient care and friendly service. We need organizations today that believe passionately about the power of customer service. In patient satisfaction terms, **loyal** patients give a rating of “5” out of “5” while satisfied patients give a rating of “3” or “4”.

Levels of Service

CRIMINAL—In violation of the basic norms. Are you *in violation*?

BASIC—Only doing the bare minimum. What about your people and your organization? Are you *disappointing*?

EXPECTED—Just meets the usual standards. Are you doing the same as everyone else? Are you *nothing more than expected*?

DESIRED—Appreciated and respected. Really good! This is *what people hope for*. Is this what you are providing?

SURPRISING—Innovative. Unique. Delightful! This is what people remember and rave about to others. Do they *rave about you*?

UNBELIEVABLE—Extraordinary. Astonishing. The very best! These are the *legends of spectacular service*. Can your organization achieve it?

Up Your Service by Ron Kaufman



Inspire. Engage. Ignite.

OUR MISSION

“To create vision, purpose and passion for service culture excellence within organizations”

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**Visit our Website:
www.christthrash.com**

**Introducing “CAPTIVE AUDIENCE”
a new service by Chris Thrash and Associates**



Your hospital guests are a “captive audience”. Patients and their family members spend a great deal of time watching television in patient rooms and waiting areas. This presents a great opportunity for your hospital to utilize a television channel

to promote your services, give an overview of department locations, cafeteria, parking tips, and many more helpful ideas for hospital guests. This is also a great forum for sharing your hospital’s values and commitment to service with hospital guests. By featuring your staff members and services, your hospital can share with guests various awards you have received and celebrate highlights of your success. “Captive Audience” is a great public relations tool for communicating powerful messages and branding your commitment to service.

Let Chris Thrash and Associates help you produce a creative, dynamic video that will entertain your hospital guests and also provide them with valuable information.

CUSTOMER SERVICE E-LEARNING FOR ALL HOSPITAL STAFF

Remind your staff members of the power of customer service through creative E-Learning modules customized with your hospital logo and service theme. We provide three E-learning modules that can be loaded on your hospital information system or accessed via a separate website. These fun, interactive modules remind staff of important service standards and ways they impact the patient experience every day. Each module closes with a quick quiz to test staff members’ retention of what they have learned.

SMILE; You’re on Customer Camera

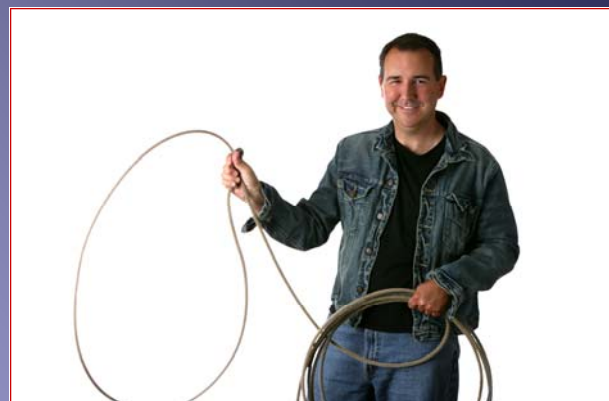
This module takes staff on a hospital tour as seen through the eyes of hospital guests and provides them with five simple things they can do to impact the service experience.

You’re Trying My Patients

This fun E-Learning module teaches staff important principles of service recovery and how to resolve difficult situations with patients, family members and co-workers.

Standing Ovation: Moving from Good to GREAT

The Standing Ovation E-Learning module compares our roles on the stage of healthcare to the art of theater to remind staff members how to Set the Stage, Know Their Role, and Perform with Purpose as they deliver patient care in moment to moment interactions.



ROUND UP THE TROOPS !

Planning A Leadership Retreat or Customer Service Training for Staff ?

Chris Thrash delivers cutting edge, customized Leadership, Management and Frontline Staff Training in how to build and sustain a Service Culture of Excellence. We guarantee your hospital staff members will experience the best workshop they have ever attended !

CALL US TODAY TOLL FREE 1.800.733.7008

For more information, call 1.800.733.7008