

January 2008



Time for New Beginnings  
by Taylor Addison

This is a time for reflection as well as celebration. As you look back on the past year and all that has taken place in your life, remember each experience for the good that has come of it and for the knowledge you have gained. Remember the efforts you have made and the goals you have reached.

Remember the love you have shared and the happiness you have brought. Remember the laughter, joy, hard work, and tears. And as you reflect on the past year, also be thinking of the new one to come. Because most importantly, this is a time of new beginnings and the celebration of life.

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## The Lasting Rewards of Customer Loyalty by Chris Thrash

I'm amazed when I stop and think about the places of business I return to on a regular basis. For example, I stay at a particular hotel brand in 90% of my travels. I give my repetitive business to a handful of restaurants instead of branching out and trying many different choices. Why? Because consistently I receive great service and trust their products to be the same every time I return. A large part of customer service success is creating a seamless experience. Customer needs are anticipated; systems are in place; employees are trained. Did you know only 1 in 3 customers who have a problem and contact a business for help are satisfied with the response they get? Yet, customers who contact an organization for help and are dissatisfied with the response are 30 to 40% less loyal. On average, U.S. corporations now lose half their customers in five years and half their employees in four. \$1 spent on advertising yields less than \$5 in incremental revenue, but that same \$1 spent on improving customer service can yield



over \$60 in incremental revenue. We need leaders today who 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". Patients who give a rating of "5" go out into the community and tell others about their customer experience and remain loyal as patients over the course of their lifetime. Loyal patients yield many benefits for hospitals just as loyal customers are the difference makers for businesses.

### Return on Investment

1. Loyal patients have more trust in your recommendations.
2. Loyal patients tend to be more tolerant of minor problems & delays.
3. Revenue grows as a result of repeat visits and referrals.
4. It costs five more times to acquire a new patient than it does to retain an existing one.
5. Loyal patients are the most vocal in telling others about the quality of care and service they received.
6. Costs decline as a result of the efficiencies of seeing "experienced" patients who require less paperwork and explanations.
7. Employee retention increases because of job pride and satisfaction, creating a loop that reinforces patient loyalty and reduces the cost of recruiting and hiring.



*Inspire. Engage. Ignite.*

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**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.

**CREATIVE 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.



**Whether you want to launch a new service initiative or bring revitalizing energy to your organization’s current service culture, we can help you  
Take It to the Next Level !**

- We assess your need and help you develop the plan that will be most successful
- We provide cutting edge, customized Leadership, Management and Frontline Staff Training in how to build and sustain a Service Culture of Excellence

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