



Missouri Dental
ASSOCIATION



The 5-Star Customer Service Practice

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• has no financial obligations to disclose •

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9:00a to Noon



Presented by:
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The Five-Star Customer Service Practice

Prepared for:



Increasing Practice Production
Through Proven Business Systems



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To increase your practice income and reduce stress through the implementation of world-class customer service systems

Seminar Objective

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Did You Know...?

1. Every practice has a 30-50% growth potential
2. You can increase your revenue by \$15-\$20 million over the course of your career
3. You can reach financial independence 10 years earlier than the average dentist retirement age
4. You can increase income and profit every year
5. You can achieve a low-stress, high-production practice - It's being done now




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The 5-Star Customer Service Practice

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How Are Dental Practices Judged By Patients?


- **Not by our clinical skills** - Patients can not evaluate the quality of clinical dentistry
- Patients judge the quality of care by **the way they are treated**



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What Do Patients Want in Customer Service?

- They don't really know
- The mini-van story
- You must create a customer service system



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Five-Star Customer Service is Rare

- You probably feel 5-star (that is a good thing - pride)
- You are probably 3 or 4-star
- You can become 5-star



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Customer Services is a System, Like All Other Systems



Documented

- Ability to access the system for review



Proven

- You do not have time to waste - often years



Step-by-step

- Instruction guide for new and current team

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Customer Service is Not Only About "Being Nice"

- Nice is good
- Five-Star Customer Service goes beyond nice
- It is a regimen followed for every patient, every day
- It wins almost every time



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Why Customer Service Matters

- It builds powerful relationships
- The better you do it the more powerful the relationships
- Anyone who can build great relationships will be highly successful in any service business



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People Don't Want to Spend Their Money at the Dentist

- Vacations and new cars are more fun
- Many believe they have to spend on dentistry, but...
- They must trust you
- Example - periodontal disease

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Trust is the Secret Reason for Customer Service

- Yes, it makes people feel good
- Yes, it creates relationships
- But more importantly, great service creates trust



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What is 5-Star Customer Service?

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The #1 Goal of Five-Star Customer Service...

Keep The Customer!

- Don't lose the customer
- A patient is a customer
- You don't have patients, you have customers
- It costs more to get new customers than to keep current ones.

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Secondary Objectives of Five-Star Customer Service

1. Find new customers
2. Maximize production per customer
3. Create value for the fee

These objectives all come AFTER
Keeping The Customer

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Secondary Objectives of Five-Star Customer Service

1. Find New Customers

- Best marketing is still Word-of-Mouth from existing customers
- If you are not getting enough new customers, improve Customer Service
- If you are getting enough new customers, it is a sign of 5 Star Customer Service
- YOU CAN ALWAYS GET BETTER!

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Secondary Objectives of Five-Star Customer Service

2. Maximize Production Per Customer

- You are in business
- Businesses need production and profit
- Five-Star Customer Service generates more production and profit
- Five-Star Customer Service increases case acceptance

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Secondary Objectives of Five-Star Customer Service

3. Create Value For The Fee

- Dissatisfied customers reject treatment
- Satisfied customers accept treatment
- Highly satisfied customers accept more treatment
- They accept treatment more easily and buy more over time

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How To Keep a Customer!

- It's simple
- It's not happening
- 15% Average Annual Patient Attrition Rate

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How To Keep a Customer!

1. No Problems




- Do your procedures work?
- What is your remake rate?
- Do you ask at the Front Desk?
- Do you call your patients at night?
- Are you on time?

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How To Keep a Customer!

2. Timeliness




- People want it fast
- People want it now
- People don't want more than a 5-minute wait
- 6 minutes = DEATH

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How To Keep a Customer!

2. Timeliness



- Daniel Goleman Study on attention
 - ✓ Down 15%
- The younger the customer, the faster they want it

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How To Keep a Customer!

3. Go Beyond Nice




- Main element of loyalty
- Goes beyond caring
- Keeps patients

Drives loyalty faster than No Problems or Timeliness!

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How To Keep a Customer!

Beyond Nice =



- Energy
- Positive
- Interested
- Effusive
- Caring
- Concerned

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The #1 Desire of Customers...

Customers Want You To Go Beyond NICE!

- Higher Case Acceptance
- More Patient Referrals
- Drives Loyalty
- Drives Trust
- Stops Customer Attrition

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The #1 Desire of Customers...

Customers Want You To Go Beyond NICE!

- Better than caring
 - ✓ Customers can feel it
- Customer evaluates quality based on Customer Service
- A great clinical result does not overcome mediocre service
 - ✓ Clinical is not Customer Service

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The #1 Desire of Customers...

Customers Want You To Go Beyond NICE!

- Does not matter what you sell - product, service or advice
- Need positive attitude

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The #1 Desire of Customers...

Customers Want You To Go Beyond NICE!

- Improve everything through T.Q.M.
 - ✓ Eliminate Defects
 - ✓ Eliminate Problems
 - ✓ Improve the Process
 - ✓ Fewer problems = Lower Overhead
- Continual Improvement

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A Major Component of Customer Service is Likeability

- What is your likability quotient?
- Would you like to improve it?
- It will propel you to new levels of success



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The More Likable You Are...

- **The larger your patient base...**
- The more positive reviews you will get
- The more referrals you will have
- The higher your case acceptance will be
- 30-year ongoing study principle

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Remember...

1. Patients judge the quality of care by the way they are treated.
2. Customer Service is a system.
3. Likeability is a major component of Customer Service.

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The Best at Five-Star Customer Service

- Ritz Carlton
- Disney
- Nordstrom





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The Ritz-Carlton Credo



"WE ARE LADIES AND GENTLEMEN SERVING LADIES AND GENTLEMEN"

The Ritz-Carlton is a place where the genuine care and comfort of our guests is our highest mission.

We pledge to pride the finest personal service and facilities to our guests who will always enjoy a warm, relaxed yet refined ambience.

The Ritz-Carlton experience enlivens the senses, instills well-being and fulfills even the unexpressed wishes and needs of our guests.

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The Ritz-Carlton Credo



Three steps of service are:

1. A warm and sincere greeting. Use the guest name, if and when possible.
2. Anticipation and compliance with guest needs.
3. Fond farewell. Give them a warm goodbye and use their names, if and when possible.

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10 Principles of Outrageous Customer Service

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Outrageous Customer Service Will Differentiate Your Practice

- Below average will hurt you
- Average will do nothing
- Above average will help a little
- Outrageous will create radical growth

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Excellent Marketing + Outrageous Customer Service =

- Massive infusion of patient referrals
- Hundreds of positive reviews
- Become the practice of choice



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10 Principles of Outrageous Customer Service

1. The Outrageous Greeting

- Hard to believe
- Over-the-top greeting
- Incredible enthusiasm for every patient every day

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10 Principles of Outrageous Customer Service

2. Building Powerful Relationships

- The value-based phone call
- The Golden 10
- Learn 1 new thing every visit - keep a log

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10 Principles of Outrageous Customer Service

3. Extreme Positive Atmosphere

- Everyone is upbeat at all time - it's the culture
- Bad moods not allowed - we don't do that here
- No negative talk
- No "I can't do"
- People do not pay you to hear what you can't do

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10 Principles of Outrageous Customer Service

4. Make Your Patients Your Friends

- Friends like their friends
- Friends trust their friends
- Friends buy from their friends
- Friends refer to their friends

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10 Principles of Outrageous Customer Service

5. Be Super Convenient

- Convenient appointments
- Convenient payment plans
- Run on time (10-minute rule and gift certificates)

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10 Principles of Outrageous Customer Service

6. Demonstrate "Above-and-Beyond" Caring

- Call in the evening
- Let patients know you'll assist with insurance
- Check in with patient for comfort during treatment

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10 Principles of Outrageous Customer Service

7. The Patient is Always Right

- There is never a problem - there are only solutions
- There is only 1 goal - fix it and satisfy the patient
- We love problems as they give us a chance to be creative

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10 Principles of Outrageous Customer Service

8. Talk Constantly About Success and Progress

- Things are going great
- You will have a beautiful smile
- We could not be more on track

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10 Principles of Outrageous Customer Service

9. Compliment, Compliment, Compliment

- Find a reason to compliment - no matter what
- Tell every patient how glad you are that they are in your practice
- Tell every patient how much you appreciate them
- Tell every patient how glad you are they chose your office

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10 Principles of Outrageous Customer Service

10. Always Ask For Feedback

- "How was your visit today?"
- If not superior, apologize, report to dentist or office manager
- Call patient that night
- Find a solution and note it in patient record

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10 Principles of Outrageous Customer Service

11. BONUS - A Huge Goodbye

- Seems simplistic but it is powerful
- Last thing they remember
- You only get 1 chance to make a great first impression
- You only get 1 chance to give an enthusiastic goodbye
 - Thank you for coming today
 - We really appreciate having you as a patient
 - We look forward to your next visit

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A Simple Strategy to Understand

- Become OUTRAGEOUS



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The Truth

Customer Service and the Customer Experience are more important than any product or service you sell

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42 Tips of Five-Star Customer Service

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42 Tips of Five-Star Customer Service

1. Go the extra mile.
2. All staff are customer service representatives.
3. All patients are 5 Stars.
4. Greet every patient warmly.
5. Acknowledge every patient who enters the office or approaches the front desk.
6. Go out to the reception area, welcome the patient, shake hands (touch people).
7. Make eye contact with each patient.

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42 Tips of Five-Star Customer Service

8. Use patient's name three times in every conversation.
9. Pronounce all names correctly.
10. Wear name tags and tell patients your name anyway.
11. Smile at every contact - even if it is not your patient.
12. Do not put patients on hold for more than two minutes.
13. Be on time - or inform and explain.
14. Be on time - or apologize (profusely).

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42 Tips of Five-Star Customer Service

15. Give patients 100% of your attention - not paperwork, organizing or other distractions.
16. Acknowledge patients everywhere in the office.
17. Talk less - listen more
18. Paraphrase, repeat, "So what I hear you saying is..."
19. Watch your body language - it portrays what you don't like.

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42 Tips of Five-Star Customer Service

20. Always repeat important information twice - like dates, times, locations, instructions, fees, etc.
21. If you make a mistake - apologize.
22. If you don't make a mistake - apologize anyway.
23. Patients don't expect you to be perfect - but they do expect you to be honest.
24. Honor your commitment - do what you say you are going to do - follow up.
25. Under promise - over deliver.

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42 Tips of Five-Star Customer Service

26. Never tell a patient what you can't do - unless you immediately follow it with what you can do.
*Customer service is about doing.
Customer service is not about what you can't do.*
27. If you don't know - find out.
"I'll be happy to find out and get back to you."

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42 Tips of Five-Star Customer Service

28. Become an expert of all services in the practice.
29. Become an expert on all aspects of all the services in the practice.
30. Eliminate all negative conversation from your practice.
 - *People are attracted to positive people.*

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42 Tips of Five-Star Customer Service

31. Frequently use:
 - *My pleasure*
 - *Certainly*
 - *No problem*
 - *Ritz Carlton*
32. Record yourself.
33. Patients don't like surprises - keep them informed.

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42 Tips of Five-Star Customer Service

34. Check in every five minutes.
35. Pay attention to customers' needs and see if you can help.
36. Take notes when listening.
37. Summarize all conversations at the end.
38. End by saying, "Thank you for coming."
39. End by telling the customer you appreciate them.
40. End by saying, "I look forward to seeing you again."

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42 Tips of Five-Star Customer Service

41. Say "YES" if at all possible.
42. Treat the internal customer with politeness and respect - the external customer will notice.
It is always harder, more time consuming and more expensive to replace a patient than it is to keep one.

Dentistry is a relationship builder.

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The Truth


Dental Practices
Don't Sell Dentistry,
They Sell SERVICE


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The Five-Star
Customer Service
Practice

Thank you

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