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AMERICAN ASSOCIATION OF DENTAL OFFICE MANAGEMENT



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# The 5-Star Customer Service Practice

Presenter: Roger P. Levin, DDS

Prepared exclusively for:



## 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**



## What Do Patients Want in Customer Service?

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

# 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

## Customer Service is Not Just About “Being Nice”

- Customer service goes beyond nice
- It is a regimen followed for every patient, every day
- It wins almost every time



## 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



## 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

## 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



## The Story of “The Patient and The Dentist”

- Left a premier practice and switched to another doctor for a major treatment plan (\$22,000)
- The new dentist was extremely responsive, informative and had a great reputation also
- The decision was made in 30 minutes
- Every touchpoint was at a high level of service
- **The service made the difference**

# 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



## The More Likable You Are...

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

# Steps Toward Likeability

1. Greet every patient with over-the-top enthusiasm
  - And the team
  - And on the phone
  - And at checkout



## Steps Toward Likeability

2. Tell every patient how glad you are to see them
  - And the team
  - And on the phone
  - And at checkout

## Steps Toward Likeability

### 3. Run on time

- It shows respect
- It reduces time anxiety for the patient
- People hate their time being wasted

## Steps Toward Likeability

4. Apologize if your run late and give a gift card
  - Turns a negative into a positive
  - It can be a shocking small surprise
  - Reduces tensions

## Steps Toward Likeability

5. The assistant should have questions prepared
  - Shows caring
  - Builds the relationship
  - Leads to trust



## Steps Toward Likeability

6. Learn one new thing about every patient at every visit
  - People love people who take an interest in them
  - The more you know the stronger the relationship
  - Keep a personal information record

## Steps Toward Likeability

7. Update patient continuously through the procedure
  - Tell them how well things are going
  - All team members participate
  - Project that excellent results will be achieved
  - If you want someone to know something, you have to tell it to them

## Steps Toward Likeability

8. At the end of the visit, tell the patient...
  - How glad you are they are a patient
  - How much you appreciate them
  - Thank them for being in your practice

## Steps Toward Likeability

9. When the patient returns to the front desk...
  - Ask the same question every time
  - “How was your visit today?”
  - Ask for a review (you have earned it)

## Steps Toward Likeability

### 10. Use the word “convenience” frequently

- Favorite appointment time
- When scheduling
- When anything

## 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.

# 10 Ways To Achieve 5-Star Customer Service

## The Best

- Ritz Carlton
- Disney
- Nordstrom

The Disney logo, featuring the word "Disney" in its signature cursive script.

NORDSTROM



THE RITZ-CARLTON®



# 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

# Excellent Marketing + Outrageous Customer Service =

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



## 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

# A Simple Strategy to Understand

- **Become OUTRAGEOUS**



# 10 Principles of Outrageous Customer Service

# 10 Principles of Outrageous Customer Service

## 1. The Outrageous Greeting

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

# 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

# 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



# 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

# 10 Principles of Outrageous Customer Service

## 5. Be Super Convenient

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

# 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

# 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

# 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

## 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

# 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

# 10 Principles of Outrageous Customer Service

## 11.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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## Thank You!

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