

Learner Feedback Questions

- One definition of customer service includes:**
 - infrequent, technical, or unique functions performed by independent contractors
 - a series of activities designed to enhance the level of customer satisfaction
 - servicing the interests of consumers by ensuring a standard of professionalism
 - keeping customers well-informed by competent, ethical providers
- The average company:**
 - does not know what an existing, loyal customer is worth in terms of revenue
 - is most focused on retaining current customers as a method of reducing overall business costs
 - spends the most revenue on building customer loyalty as a method of reducing overall business costs
 - is committed to expanding programs to existing customers as a method of reducing overall business costs
- A loyal healthcare customer:**
 - is looking for another or better provider 50% of the time
 - is most likely open to the next best opportunity 50% of the time
 - has been in a hospital or clinic in the last 6 months
 - comes back to the same provider regardless of what is offered by the competition
- The MOST common reason consumers do NOT repeat business with a business is:**
 - relocation
 - competition
 - dissatisfaction
 - employee attitude
- In a 2008 study of reasons consumers do NOT repeat healthcare business:**
 - 51% thought hotels offered better customer service than hospitals or clinics
 - 75% had not received service in the past 24 months from hospitals or clinics
 - 50% thought airlines offered better customer service than hospitals or clinics
 - 32% reported never having a positive experience with hospitals or clinics
- Improving customer service in a healthcare organization:**
 - will decrease patient/visitor/employee satisfaction
 - will increase malpractice suits
 - reduce inefficiencies caused by switching providers
 - increase no-show appointments
- One of the most important actions by a healthcare worker to create customer loyalty is:**
 - make promises to all patients/families
 - end patient/client appointments quickly
 - listen to the patient/client
 - fail to establish rapport with the patient/client
- When working with dissatisfied customers it is important to:**
 - refer them to your supervisor as soon as possible
 - be accessible, manage interruptions, & take action
 - confront the dissatisfied individual as soon as possible
- create solutions that work from your point of view
- Learning to adjust your attitude for improved customer service includes:**
 - taking a class on assertiveness
 - analyzing what is actually happening in each situation
 - complaining to your supervisor in a timely manner
 - honestly taking an inventory of why you feel negative
- One of the top challenges to improving customer service is:**
 - learning to ignore the patient's experiences
 - knowing what is the mission of the organization
 - balancing patient needs with organizational requirements
 - failing to learn all the new procedures, products, etc.

Evaluation

- I can define customer service vs. professional service.**
 - strongly agree
 - agree
 - neutral
 - disagree
 - strongly disagree
- I can understand the relationship among customer satisfaction, customer loyalty, and report cards.**
 - strongly agree
 - agree
 - neutral
 - disagree
 - strongly disagree
- I can identify skills necessary to develop customer satisfaction and loyalty.**
 - strongly agree
 - agree
 - neutral
 - disagree
 - strongly disagree
- The objectives relate to the overall goal of the article.**
 - strongly agree
 - agree
 - neutral
 - disagree
 - strongly disagree
- The article is well-written and logically organized, and defines terms adequately.**
 - strongly agree
 - agree
 - neutral
 - disagree
 - strongly disagree

Customer Service First!

Earn 1 Contact Hour NOW!

Registration/Answer Form

LEARNER FEEDBACK QUESTIONS

- A B C D
- A B C D
- A B C D
- A B C D
- A B C D
- A B C D
- A B C D
- A B C D
- A B C D
- A B C D

Before January 26, 2012, print this page, complete the multiple choice questions by circling the correct answer and mail or fax to: *ADVANCE for Nurses*, Learning Scope, 2900 Horizon Dr., King of Prussia, PA 19406; 610-278-1426.

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For accuracy, please print clearly. (NW)

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JANUARY 26, 2012

EVALUATION

- A B C D E
- A B C D E
- A B C D E
- A B C D E
- A B C D E

How many minutes did you need to complete this CE offering?

Minutes: _____

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RN

- Nursing School Student
- Director of Nursing
- Manager/Supervisor
- Nursing Administrator
- Nursing Faculty
- Private Practice
- Staff Development
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- Manager/Supervisor
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- Private Practice
- Staff Development
- Staff Nurse

PRACTICE SETTING that best describes your setting (fill in just one circle completely)

- | | | | |
|---|---|--|--|
| <input type="radio"/> Ambulatory | <input type="radio"/> Geriatrics/LTC | <input type="radio"/> Med/Surg | <input type="radio"/> Rehab |
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