21 Ways to Improve Customer Service
And Why Most Practices Don’t

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The Winning Attitude

Attitude
• A matter of choice and skill.
• Attitude is not genetic.
• Attitude is a trained behavior.

If you want to change your life, change your habits.
Creating The Winning Attitude

**Rules of Living**
1. Begin each day with a “habit trigger”.
   - Do it 21 consecutive days
   - Do it every day without fail
   - Do it with your kids
   - “I’m a winner.”

**Rules of Living**
2. I refuse to use negative language.
   - You become the way you talk.

**Rules of Living**
3. I do not say anything negative about anyone else.
   - You were not there.

**Rules of Living**
4. I will not complain.
   - Only state facts.

**Rules of Living**
5. I will say “please” and “thank you” 100 times every day.
   - It frames your attitude.

**Rules of Living**
6. I expect good things to happen to me.
   - Influences results.
I write 5 things that I am grateful for every night.

- Take time to appreciate your success.

I eliminate the negative from my life.
- Friends
- Family
- Other
- It is okay to outgrow people

I give back.
- Reinforces your success.

What is 5 Star Customer Service?

The Number 1 Goal of Customer Service:

Keep the Customer!

(A patient is a customer)
What is 5 Star Customer Service?

The Number 1 Goal of Customer Service:
Don't Lose the Customer
A patient is a Customer
You don't have patients, you have Customers

Keep the Customer!

It costs more to get new customers than to keep current ones

The Number 1 Goal of Customer Service:
Keep the Customer!

Everyone needs to know the goal of 5 Star Service

Keep the Customer!

What is 5 Star Customer Service?

3 Secondary Objectives of 5 Star Customer Service:
1. Find New Customers
2. Maximize Production Per Customer
3. Create Value for the Fee

What is 5 Star Customer Service?

3 Secondary Objectives of 5 Star Customer Service:
These Secondary Objectives all come after Keeping the Customer
Nothing may interfere with this!

What is 5 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

1. Find New Customers
   You CAN ALWAYS GET BETTER!

What is 5 Star Customer Service?

2. Maximize Production Per Customer
   - You are in Business
   - Businesses need Production and Profit
   - 5 Star Customer Service generates more Production and Profit

2. Maximize Production Per Customer
   You CAN ALWAYS GET BETTER!
What is 5 Star Customer Service?

2. Maximize Production Per Customer
   - 5 Star Customer Service increases Case Acceptance

What is 5 Star Customer Service?

Maximize Production Per Customer
   - Increase Average Production per Patient

What is 5 Star Customer Service?

3. Create Value for the Fee
   - Dissatisfied customers reject treatment
   - Satisfied customers accept treatment
   - Highly satisfied customers accept more treatment

What is 5 Star Customer Service?

3. Create Value for the Fee
   - Highly satisfied customers accept treatment easier and buy more over time

What is 5 Star Customer Service?

What is your practice “Rebooking” Rate?
   GOAL = 98%

What is 5 Star Customer Service?

How to keep a customer!!!
   - Simple
   - Not happening
   - Average 15% Annual Attrition Rate
What does a 5 Star Customer Want?

What does a customer want? 3 Things:

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?

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

3. Practice to be NICE
   - Main element of loyalty
   - Goes beyond caring
   - Keeps patients
   - Drives loyalty faster than No Problems or Timeliness!

NICE =
- Energy
- Positive
- Interested
- Effusive
- Caring
- Concerned

The #1 Desire of Customers:
Customers want you to be NICE!
- Drives Loyalty
- Drives Trust
- Higher Case Acceptance
- More Referrals
- Drives

Stops Customer Loss
5 Star Customers Want You to be Nice

Customers want you to be 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

Practice to be nice
- Does not matter what you sell – Product, Service or Advice
  - Need Positive Attitude

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

Conscious Mind vs. Subconscious Mind
- Conscious Mind – Customer knows they decided
- Subconscious Mind – Customer does not know they decided
  - The Subconscious is far more powerful

Must keep the Customer = Customer Longevity
- To keep a customer, give them what they want
  - Creates Loyalty
  - Creates Trust

Have you ever asked patients how they define Service?
- No, you define for them
  - What if you’re wrong?
5 Star Customers Want You to be Nice

Exercise:
- What are ways we can:
  - Eliminate Problems?
  - Improve Timeliness?
  - Be nicer to patients?

LIST:
1. 
2. 
3. 
4. 
5. 
6. 
7. 
8. 
9. 
10. 

42 Tips of 5 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.
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.
42 Tips of 5 Star Customer Service

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.

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.

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.”
28. Become an expert of all services in the practice.
29. Become an expert on all aspects of the services in the practice.

30. Eliminate all negative conversation from your practice.
   • People are attracted to positive people.
31. Frequently use:
   • My pleasure
   • Certainly
   • No problem
   • (Ritz Carlton)
32. Record yourself.
33. Patients don’t like surprises – keep them informed.
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.”
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.

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

Thank you
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