

Learning from Chick-Fil-A, Disney, and other Customer Service Experts

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What is Customer Service?

DEFINITION

- All interactions between a customer and provider (service or product) at the time of sale.
- It adds value to the product or service.
- It builds an enduring relationship.
- It's the experience you deliver to the customers.

“Having satisfied customers isn’t good enough. If you really want a booming business, create raving fans!”

Who is the Customer?

- Patients
- Parents / Grandparents / Guardians
- Pharmacies
- Doctor's Offices
- Callers
- Deliveries
- Maintenance / Vendors
- Sales Reps
- Lost & Confused



Chick-Fil-A's Definition

- Attention to detail
- Nothing left to chance
- Provide heartfelt hospitality



Chick-Fil-A's Definition

EXAMPLE OF "Attention to detail"



Truett Cathy's Take on Customer Service



Nearly every moment of every day we have the opportunity to give something to someone else—our time, our love, our resources. I have always found more joy in giving when I did not expect anything in return.

— *S. Truett Cathy* —

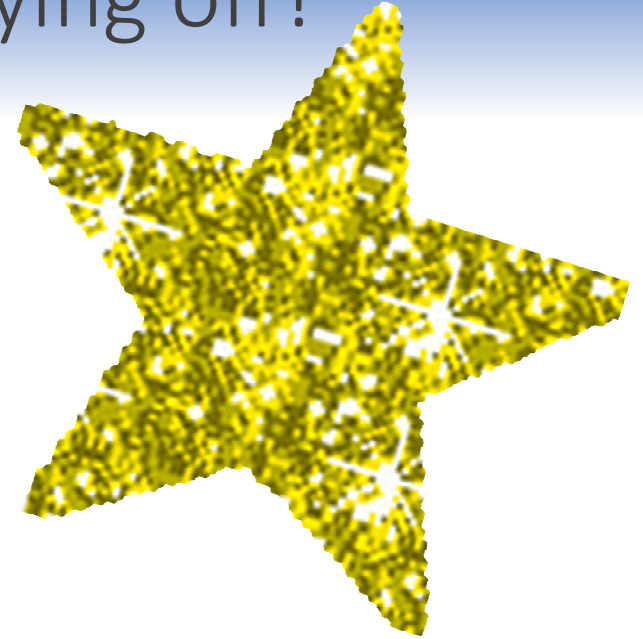
AZ QUOTES

Chick-Fil-A's Lessons on Employees

- Customer experience is in the hands of the local team. Give them the ownership to do what's right for them. Give them support from corporate.
- Actively support centers to think for themselves.
- Set standards but allow them to improve those.
- Invest in mentor/mentee relationships across stores.
- Robust onboarding with training (includes role playing).
- Weeks with a training team at opening.
- Let employees *lead and make suggestions* instead of always handing down.
- Exceed your employees' expectations.
- Be kind to employees.

So, is their customer service paying off?

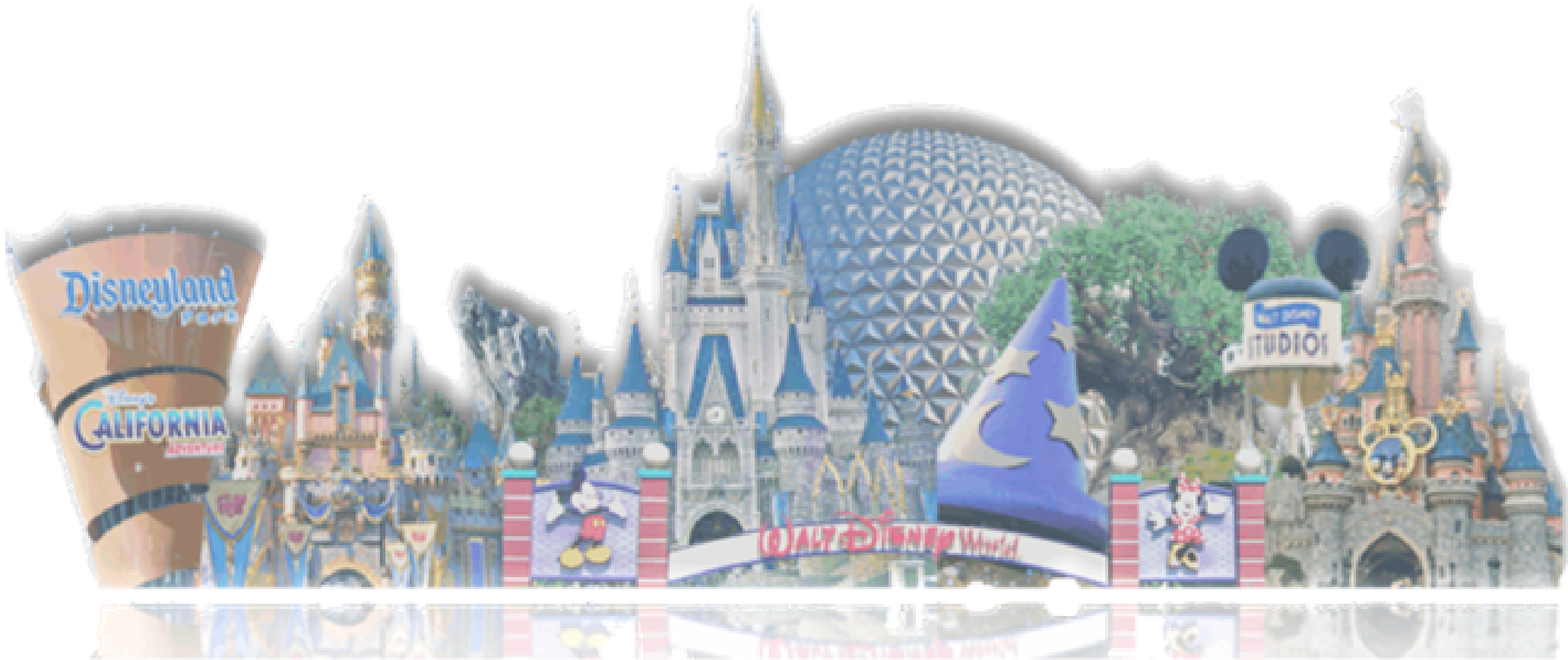
- 2nd largest quick-serve chain in country
- More business in 6 days than McDonald's in 7 days
- Employee turnover is 1/3 of industry average
- > 1,800 units
- Approximately \$7 Billion in sales (2018)
- 47 consecutive years of sales growth
- From their CEO (Chief Encouragement Officer) = "Every life has a story, and often our customers and our employees, need a little grace and a little space when you deal with them because they are either experiencing a problem, just finished having a problem, or are about to have one."
- "Build your own repertoire of little surprises."



Thank you, Chick-Fil-A!



Walt Disney Lessons



Disney Principles

Use creativity
to make
them happy



Disney Principles

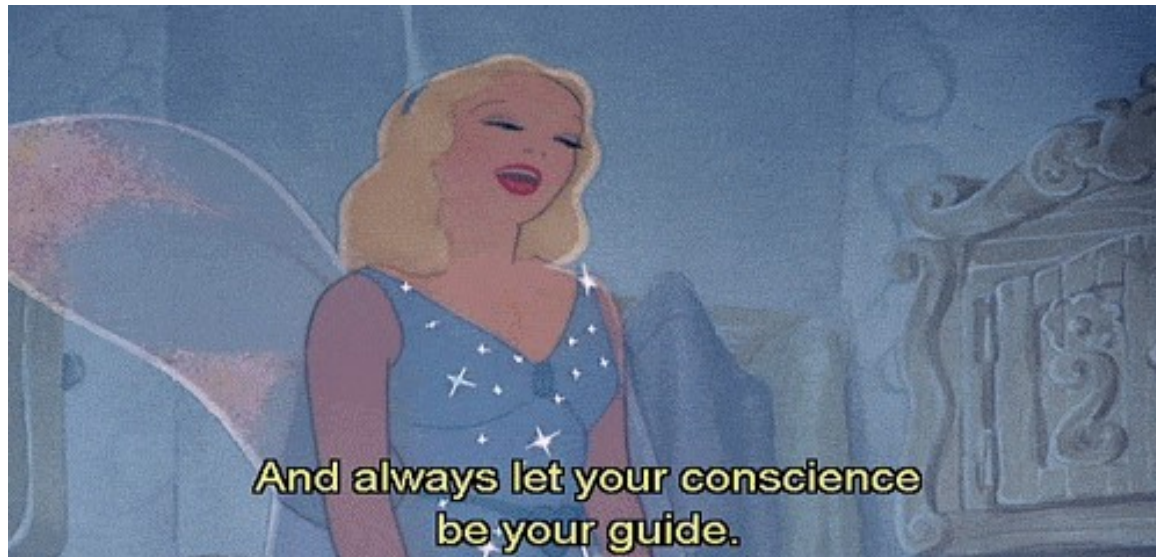
“Just because it’s what’s
done doesn’t mean it’s
what should be done.”

- Cinderella



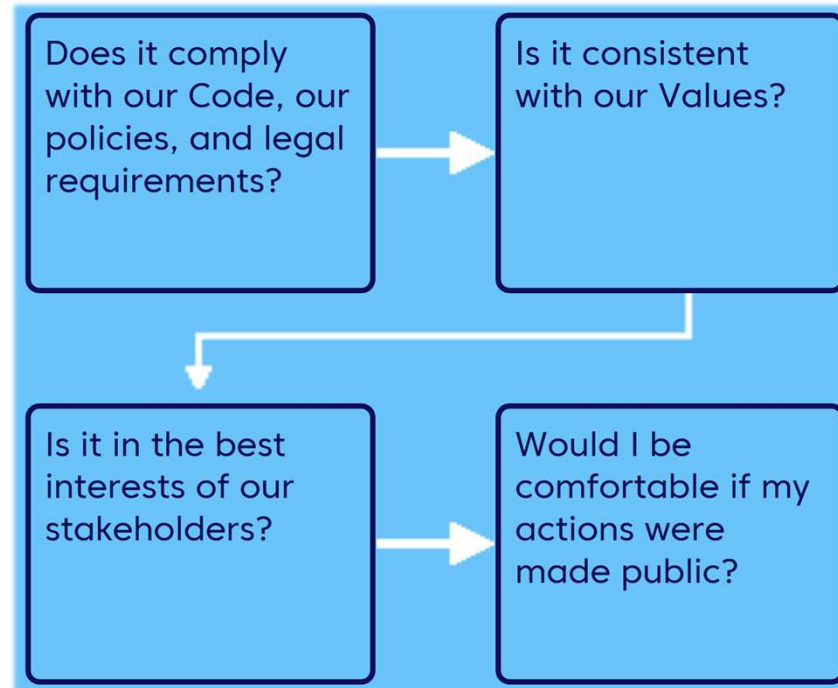
Disney Principles

“Always let your conscience be your guide.” – Blue Fairy, Pinocchio



Disney Principles

Do the right thing!



Disney Principles

“The problem is not the problem. The problem is your attitude about the problem.”

- Jack Sparrow, Pirates of the Caribbean



Disney Principles

Our attitude about our customers' problems can turn angry customers into loyal evangelists. View these as opportunities to create raving fans!

Embrace the mistakes so you can learn from them.

Disney Principles

“A little consideration, a little thought for others, makes all the difference.” – Eeyore, Winnie the Pooh



Walt Disney's Take on Customer Service



“

Do what you do so well that they
will want to see it again and **bring
their friends.**

Walt Disney, Founder, Disney

Another organization...Ritz Carlton

Customer Service Mission Statement

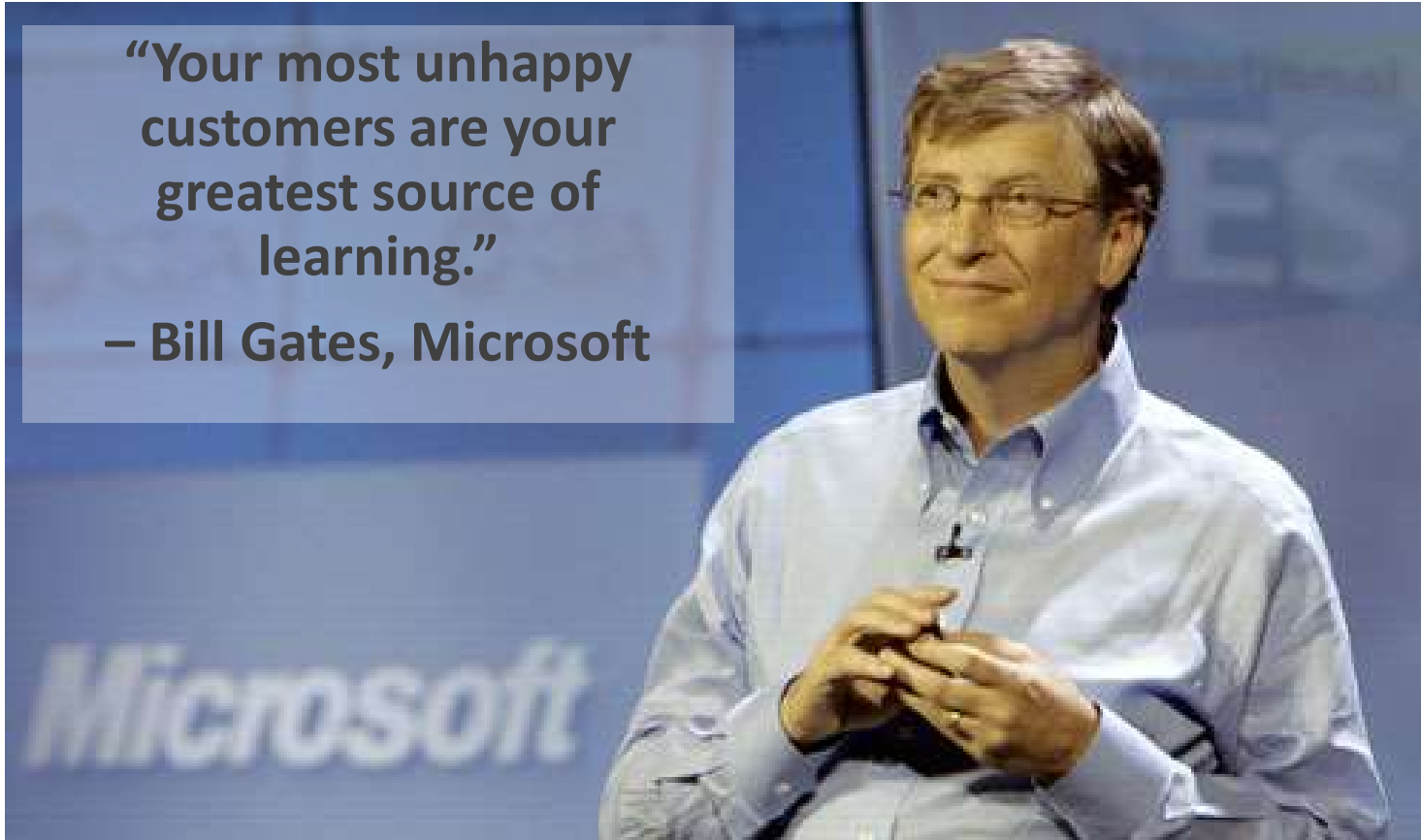
*"We are Ladies and
Gentlemen serving Ladies
and Gentlemen."*

**What's
Yours?**

Microsoft

“Your most unhappy customers are your greatest source of learning.”

– Bill Gates, Microsoft



Poetic Quote

“People will
forget what
you said.
They will
forget what
you did. But
they will
never forget
how you
made them
feel.” – Maya
Angelou



Tools

RATER Model

- RELIABILITY – Do you deliver as promised?
- ASSURANCE – Do you inspire confidence?
- TANGIBLES – Do you (and your company) present yourself professionally?
- EMPATHY – Are you understanding and empowered to solve problems?
- RESPONSIVENESS – Do you address things in a timely manner?

Quick & Easy Ideas to Implement

- Smile!!!
- Stand when greeting new customers
- Talk about something other than their reason for the visit
- Nametag and uniform
- Have crisp, clean, and edited documents
- Decluttered space and clean environment
- Introduce yourself and credentials
- Ask what you can do to help
- Minimize posted notices [frame them when necessary]
- Make your “rules” for customers nice, clever, and funny

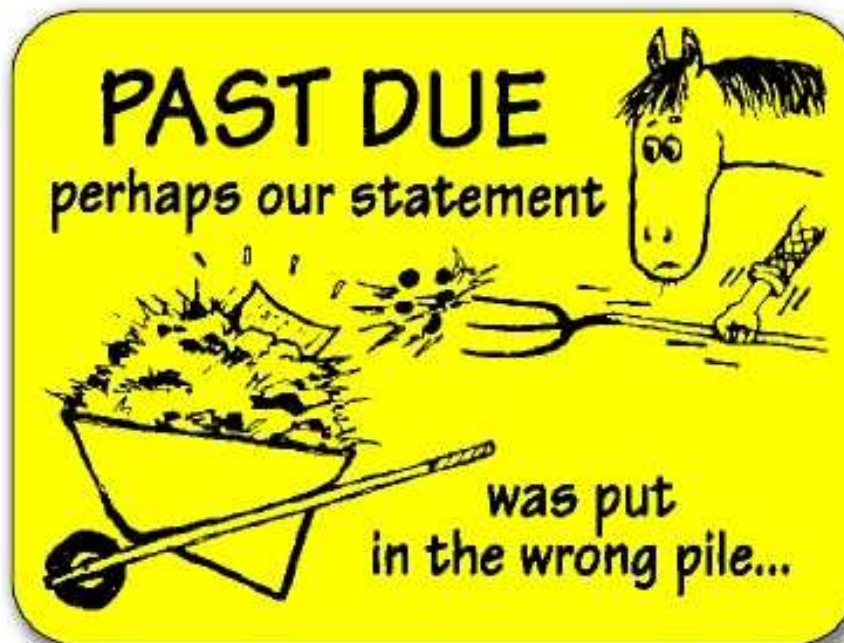
Signage



vs.



Signage



Tools for Empowering & Engaging Employees

- Give them opportunities to demonstrate and strengthen their leadership skills
- Provide regular updates to keep them informed
- Encourage and enable personal development
- Support them when they use the power you have given them
- Give them space to let them do what you hired them to do
- Revise policies that hinder empowerment
- Create a culture where possibility of failure doesn't create fear

Questions?

Feel free to email any questions to:

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H e a l t h c a r e

CONSULTANTS