

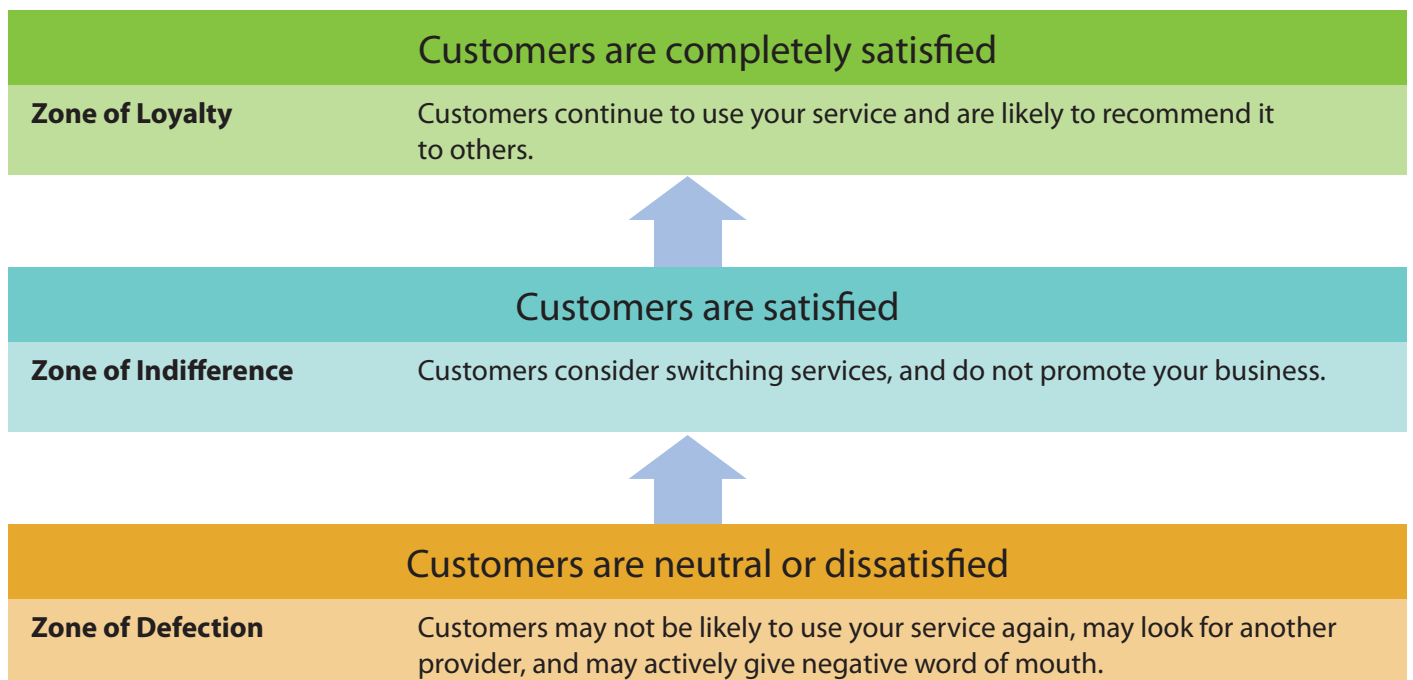
Customer Service TRAINING

Creating a winning customer service team

With Consumer Directed Care (CDC) comes a shift in focus, from clinical care to customer service. This means putting the needs of the residents – and their families – first.

Switching costs are reduced under the CDC model. That makes it even more important to give your customers an experience that encourages them to cross the zone of indifference, and into the zone of loyalty – the level of customer satisfaction that

makes them want to continue using your service. For most industries, reaching the zone of loyalty requires consistently high customer satisfaction ratings across the board.



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As switching costs shrink in aged care, so does the zone of loyalty, making it tougher to reach. In addition, relatives and guardians will have a much greater influence on service perception. Your staff now need to satisfy three sets of stakeholders, or more.

When you get it right, good customer service yields great benefits, including:

- Improved customer satisfaction
- Improved customer retention
- Improved employee retention
- Improved perceived quality of care
- Improved reputation
- Decreased costs
- Increased profit.

Your staff are the ones who will make this happen...or not. They are at the frontline, caring for your residents and care recipients every day. Are they ready to work together to deliver exceptional customer service?

Creating a culture of customer service excellence

For the best results post-CDC, you'll need to realign your organisation around the ethos of customer service, and create a culture of customer service excellence that is in line with your strategy.

Through clever training design and delivery, we can help you to achieve this at both an individual level,

as well through the collaborative effort of your team. This consistency in service outcomes is important in an environment of care, to ensure that residents are secure in the knowledge of what to expect, regardless of who is on call.

Over the years, we have worked with leading hotels and conference centres, with training topics such as:

- How to treat customers
- Identifying customer needs
- Communication skills, including body language
- Managing conflict
- Dealing with difficult customers.

You can engage us to provide training on a topic that you are grappling with, or on an ongoing basis to keep your team in top shape.

To make our training memorable and engaging, we use activities and role plays. We also take the time to get to know you and your organisation, to then tailor the programme and make sure that it's applicable in the day-to-day work of your staff – which is especially important in a shift work environment.

We also recommend Train the Trainer training, to enable supervisors to actively manage their staff and deliver customer service training, long after our engagement is complete.

Contact us today to discuss how our customer service training can help you become the Ritz-Carlton of Aged Care.



Discover how to provide great customer service and become

**The
RITZ-CARLTON
of Aged Care**

A Proud Corporate Partner of



CONTACT US

✉ contactus@changeactory.com.au

☎ (03) 9614 8177

🌐 www.changeactory.com.au

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