CUSTOMER SERVICE

The Rise or Fall of your practice
Megan Mestas – COO and Marketing Director

Megan Mestas attended Iowa State University on a soccer scholarship and graduated with a degree in Advertising with a concentration in Marketing from the school of Journalism. She began her career in advertising at the internationally renowned agency of Saatchi & Saatchi at their Denver, Colorado office gaining experience in media planning and account management. Megan quickly advanced in the company taking on the responsibilities of assisting in the office’s largest clients.

Megan joined Eyemax in 2005 as an Account Manager. Eyemax’s clients quickly gained the benefit of her expertise in strategic marketing & media planning, strong understanding of brand positioning and advanced skill in advertising campaign development along with her organization and attention-to-detail. During her time at Eyemax Megan has brought success for our clients with effective marketing strategies, new-media campaigns and operation suggestions based on her comprehensive knowledge of the refractive industry. While managing her clients’ campaigns, growth strategies and internal operations, Megan now also oversees the marketing efforts for all of the Eyemax customers to ensure optimal, long-term revenue growth strategy. Megan is dedicated to not only helping Eyemax’s clients achieve results but is focused on providing the highest service as well.

Why Customer Service?

✦ Although you provide a medical service, patients are seeking out a positive experience. You are in the business of customer service!

✦ Unhappy customers get even.

• In a study that took a look at the repercussions of bad customer service conducted by ClickFox, 52% of unhappy customers told friends & family. 32% said they will altogether cease doing business with the company and when taken to social media, 60% of consumers are influenced by these comments.

• When Opticall conducted a study of ophthalmology patients who did not book a procedure with a practice, 45% stated they attributed their decision to poor customer service.

✦ Happy customers are loyal and paying

• An American Express study showed that 73% of consumers claim they have spent more with a company thanks to great customer service.
What is Customer Service?

✦ Good Customer Service
  • Patients want to be HEARD, RESPECTED and have their problem ADDRESSED QUICKLY
  • CONSISTENCY is key
    – From one touch point to the next
    – From appointment to appointment
  • Continue throughout all representations
    – In the office, at events, online

✦ Bad Customer Service
  • Can come in a hundred different ways
  • A patient’s experience can be ruined very quickly

5 Steps to Building a Patient-Centric Practice

1. Create an action plan
   – Commit to this new workplace environment
   – Write down what good customer service in your practice will look like
   – Job descriptions should include expectations of carrying out good customer service and how to represent the practice
   – Create the right environment to nurture this transformation
   – Keep everyone accountable

2. Start from the Top-Down
   – Management has to buy in and be key representatives of this change
3. Empower Your Staff
   - Adopt the policy of “owning your patients”
   - Authorize and encourage ‘exceptional acts of customer care’

4. Training, Training & More Training
   - Every new employee should go through the same customer service training at hiring
   - Hold daily or weekly department ‘stand-ups’
   - Monthly practice staff meetings should focus time on customer service training
   - Yearly focused customer service training for entire practice for at least one day. Overview previous years goals and set up new goals.

5. Measure
   - Staff self evaluations
   - Staff practice evaluations
   - Track your new patient referral sources – patient referrals should be a minimum of 44%
   - Google yourself
   - Crave patient feedback – implement surveys

✦ Create “WOW” moments

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