



ASIAN HOSPITAL AND MEDICAL CENTER

**GLOBAL STANDARDS FOR CUSTOMER
SERVICE IN HEALTH, WELLNESS & BEAUTY**

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In a world where globalization and high technology impacts every country and every human being it is not just good enough to compete solely on product and price. A key differential is service.

From a customer viewpoint world-class service means encountering an organization which makes life easier, more pleasant and more beneficial for them to deal with rather than any of its competitors.



EASE

- It is easy for the customer to make contact with you
- It is easy to get information
- It is easy to complete a transaction
- It is easy to get a problem solved
- Being available at all times



PLEASANT

- The people customers encounter are charming, friendly, positive and helpful
- Employees know how to build long-lasting relationships with customers
- Employees are trained and skilled in all aspects of customer psychology including expertise in dealing with so-called difficult customers



BENEFICIAL

- The customers must feel that they are receiving
total value for money.



WHAT DOES SUPERIOR CUSTOMER SERVICE MEAN?

1. Take the time and make the effort
2. Make customers feel like they are special
3. Exceed customer expectations



WHAT DOES SUPERIOR CUSTOMER SERVICE MEAN?

4. Track changes in customer expectations over time
5. Make a strong first impression
6. Be accessible, approachable, and responsive
7. Solicit input from your service personnel



WHAT DOES SUPERIOR CUSTOMER SERVICE MEAN?

8. Hire people who have a service attitude
9. Make every decision with the customer in mind
10. Continually ask yourself how you can improve and add value



WHAT DOES SUPERIOR CUSTOMER SERVICE MEAN?

11. Create an atmosphere of excellence
12. Continually do the unexpected
13. Never let an untrained employee have customer contact



DISSATISFIED CUSTOMERS

- **The best customer is one that is completely satisfied**
- **The next best customer is dissatisfied and complains**
- **The worst customer is one that is dissatisfied and doesn't complain**



A typical dissatisfied customer will tell ten people about their problem.

- **These 10 people will tell 10 more people
= 100 unhappy people**
- **These 100 people will tell more 10 people
= 1000 unhappy people**

Business is lost!



HOW DO YOU DEAL WITH CUSTOMER COMPLAINTS?

- **Respect**
- **Investigate**
- **Put it right – permanently**
- **Trust**



The Philippines has a most important natural advantage – a friendly and hospitable people. This is a key ingredient towards developing a world-class customer experience.



QUICK REFERENCE TO GREAT CUSTOMER SERVICE

1. If you don't like people, you have no business being
in the people business.
2. Serve them well, you keep them. Service them poorly,
you loose them.



3. Give the customer not what he wants, but what he really needs.
4. Make your customer feel good about spending their money.
5. When you give great service, **EVERYBODY WINS!!!**



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THANK YOU