

# Customer Service: Best Practices

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Customer  
service is the  
cornerstone to  
every business



## Customer Service in Long-term Care

- Why is it important?
- Who are our customers?
- What do they want?

### Gandhi Quote: Customer Focus

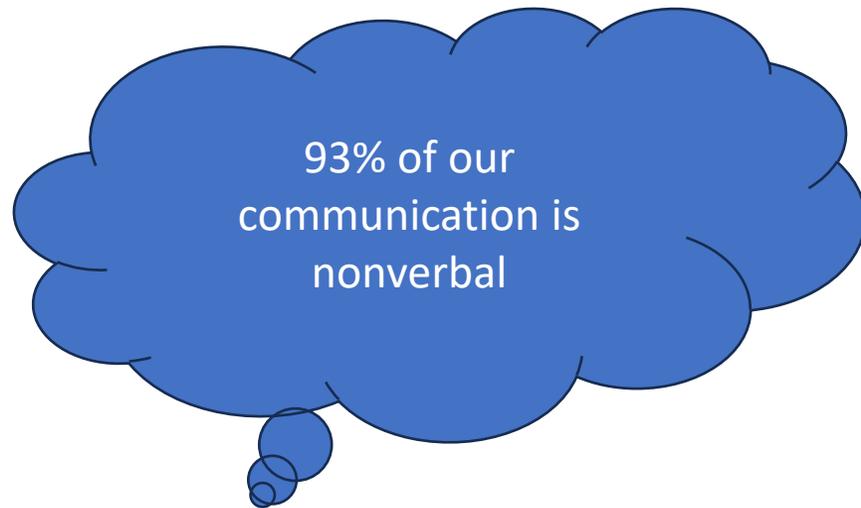
“A customer is the most important visitor on our premises, he is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so.” -Gandhi

- Prompt—Polite—Friendly
- Welcoming environment
- Caring and compassionate
- Courteous communication
- Responsive to concerns



# Communication

- Body language
- Eye contact



## **Negative Messages Our Behaviors Can Communicate**

- Standing with hands on hips: aggression, impatience
- Rolling the eyes, looking around the room, tapping a foot: boredom, impatience
- Arms crossed on chest: defensiveness, impatience, reluctant to talk
- Looking away during conversation: disinterest, disbelief

# Tips to Cultivate a Positive, Helpful Attitude

- Smile!
- Face the person when speaking
- Introduce yourself if the person doesn't know you
- Make and keep eye contact during the conversation
- Keep your hands to your side and avoid fidgeting
- Respect the other person's personal space
- Listen to understand
- Be patient, honest, and non-judgmental



# Handling Complaints

Listen	Listen to the complaint without interrupting
Try	Try to clarify the problem
Do not react	Do not react to emotionally charged comments
Focus on	Focus on the issue, not personal criticisms
Acknowledge	Acknowledge the person's feelings without placing blame
Offer	Offer help in solving the problem
Follow up	Follow up to make sure a solution has been found
Report	Report all complaints to your supervisor

## Great customer service...

- Starts with leadership!!
- Fosters a positive, welcoming environment
  - Polite—Respectful—
  - Compassionate—Courteous
- Prioritize training for staff in communication, conflict resolution, and relationship building



# Resources

- *Crucial Conversations* (2012) and *Crucial Confrontations* (2005) by Patterson, Grenny, McMillan & Swizler
- *The Power of Service: Keeping Customers for Life* by Petra Marquart
- *See ME: Customer Service Training in Compassionate Care*  
<https://seemetraining.com>
- *Long Term Care Customer Service Training*  
<https://signatureworldwide.com/solutions-by-industry/long-term-care-training/>

People will forget what you  
said, people will forget what  
you did, but people will never  
forget how you made them feel.

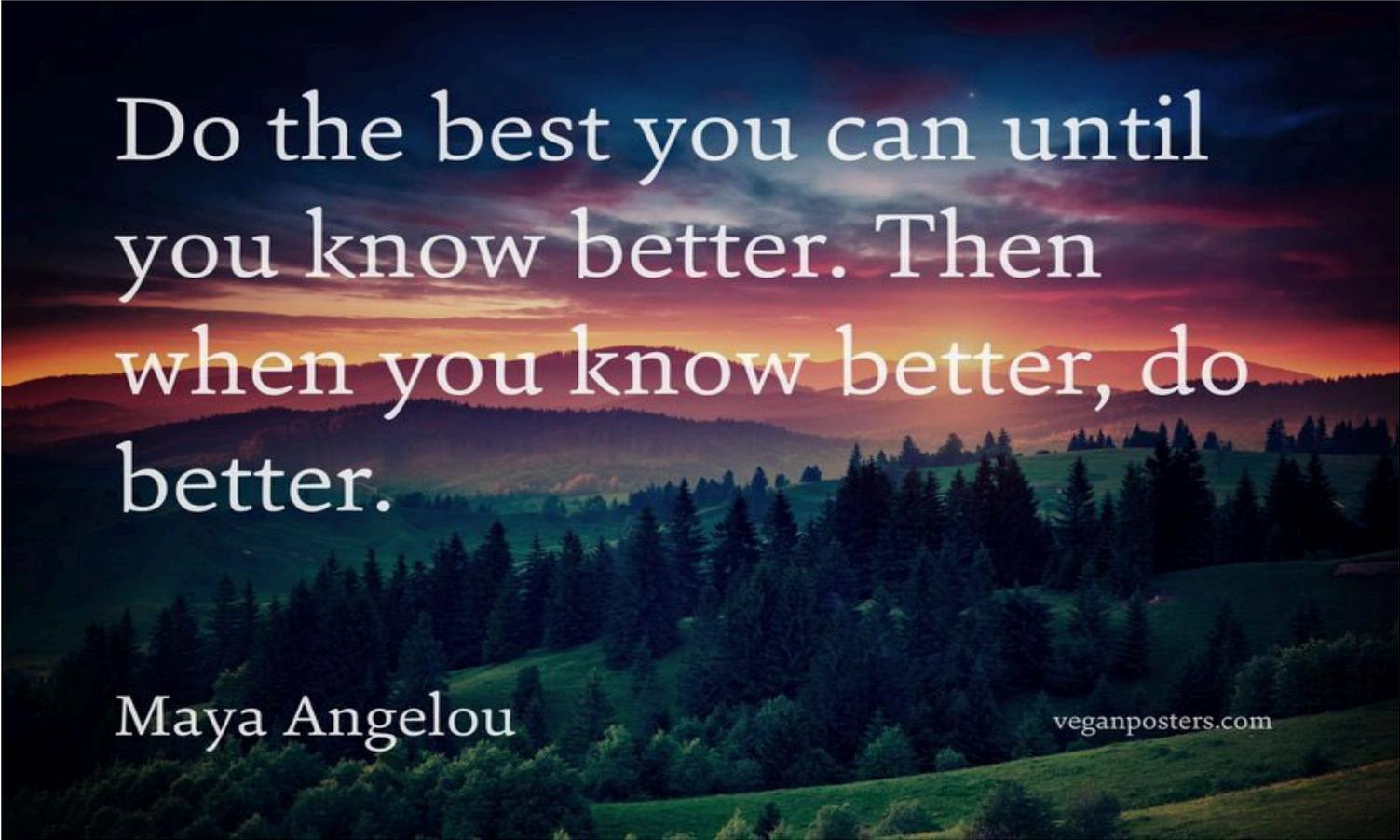
Maya Angelou

# Thank You!

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# Questions?





Do the best you can until  
you know better. Then  
when you know better, do  
better.

Maya Angelou

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