

Customer Service Guidelines



I am Nemours.

I will do whatever it takes to make every contact at Nemours a uniquely satisfying experience . . . for our patients, parents, colleagues, and business partners.

Be Friendly

- Acknowledge others with eye contact and say "Hello."
- Always smile and use positive body language.
- Frequently use eye contact during the conversation.
- Use a pleasant voice tone and volume.
- Observe families to detect their needs.
- Meet each family's needs before they ask; be proactive.
- Encourage families to go first on elevators, stairs, in hallways, etc.
- Offer directions.
- Welcome new employees.

Be Compassionate

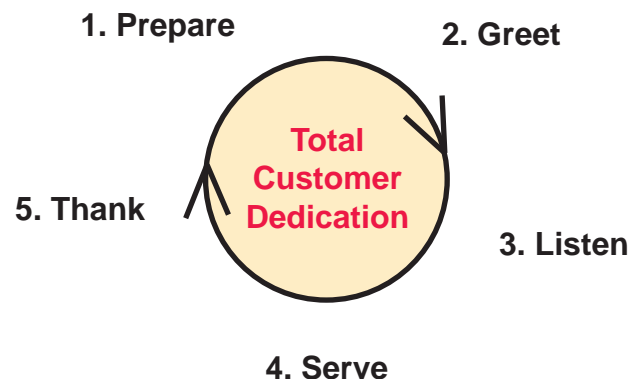
- Treat families and staff as they would like to be treated.
- Give families and staff the attention and time they need.
- Be honest and tactful.
- Show how you care about how they feel.
- Empathize: Put yourself in their shoes.
- Give helpful responses to the emotions of families and staff; don't be silent.

Be Professional

- Keep your total focus on the family.
- Be positive: Expect the best from people and only say or do what will be helpful.
- Use proper introductions and language in person and on the phone.
- Be calm and poised in difficult situations with families and staff.
- Leave personal issues at home: Keep your attention on the families.
- Take total ownership and assist in finding a resolution for the person, even if it is not your area.
- Be an expert on your job and know the resources the hospital has to offer.
- Dress appropriately and professionally.
- Offer positive and constructive feedback to staff when helpful.
- Freely share your ideas for improvement.

Be United

- Understand how your job performance affects other co-workers.
- Support other departments when requested; collaborate.
- Acknowledge the work of team members.
- Encourage positive behavior.
- Never say, "It's not my job."



Put Children and Their Families First



Prepare

- Get relaxed and recharged.
- Dress professionally.
- Focus your thoughts on customer service.
- Review the customer service guidelines job aid.
- Make sure your job tools are ready: computer, reference sheets, etc.

Greet

- Initiate pleasant contact with your eyes, voice, and body language.
- Give your complete attention with eyes, voice, and body language.
- Say a pleasant greeting that states your willingness to serve.
- Use the family's name, not "Mom" or "Dad."
- Say your name.
- State your role in full detail.

Listen

- Get in their shoes—understand and empathize.
- Direct the process.
- Set a comfortable pace for the customer.
- Define the need or request.
- Check your understanding with the customer.
- Explain how you can help or find help.
- Supply other information as needed.

Serve

- Wow them! Exceed their expectations.
- Fulfill the request if appropriate and able.
- Ask for help if needed.
- Direct the customer to resources as needed—fully transition them.
- Promise follow-up if needed.
- Check customer understanding of next step.
- Check customer satisfaction.

Thank

- Maintain pleasant contact with your eyes, voice, and body language.
- Say a pleasant "thank you" and "goodbye" and state your willingness to serve them again.

How to Recharge Yourself

- Take regular breaks and lunch.
- Take a walk outside or around the building.
- Find a quiet spot to relax.
- Talk to a friend.
- Take a deep breath and start fresh with your next customer.

How to Work with Unhappy Customers

1. Prepare yourself. Take a deep breath.
2. Listen to the customer completely.
3. Express your sympathy, and willingness to help.
4. Check your understanding of their complaint or need.
5. Apologize for us.
6. Take responsibility to help, but don't take the blame.
7. Help. Do all you can. Ask for help as needed.

