

THE BUSINESS OF GENERAL PRACTICE

**Exceptional Customer Service Training**

**for GP Practices**

**Web Workshop**

24th November 2022

The web workshop will be delivered via 2 x 2-hour sessions as follows:

Session 1 – 9am – 11am

Session 2 – 11:30am – 1:30pm

You must attend both sessions.

**Introduction**

This web workshop was developed to support practice managers and other health care professionals in General Practice to develop their skills and confidence to provide excellence in customer service. This workshop is designed to give delegates a wider message than the conventional customer service programmes.

Through a customer first approach we focus on working with you to develop the qualities for an effective solution – the focus is on your staff, your processes and your business. We will help create a vision of exceptional customer service that you will be able to integrate into the vision and mission of your own practice.

In turn this will enable your staff to develop and will help you create a customer first culture within the practice – you only get one chance to create a good first impression and in today’s society people have high expectations 'only the best will do'.

By the end of the workshop delegates will be able to:

* Identify gaps in customer service delivery and areas for improvement.
* Describe and create a vision of Exceptional Customer Service.
* Examine ways to improve internal communication.
* Recognise their own Personality Style and those of their colleagues and customers.
* Enhance awareness of their response to different Personality Types and the effect this can have when dealing with challenging situations.
* Understand the difference between prejudice and discrimination and the importance of a non-judgemental approach.
* Be motivated to 'walk the talk' and set their customer service standards even higher.

**Aims and Objectives**

Delegates will be able to describe and create their vision of Exceptional Customer Service for their GP practice and understand the importance of "getting it right the first time". They will

understand the underpinning theory of how to achieve this, how to identify their current gaps and how to plan effectively. They will also focus on their own personalities and the impact they have on others – and on their customers.

By the end of the workshop delegates will be able to:

* Identify current gaps in customer service delivery and areas for improvement.
* Recognise barriers to communication.
* See the importance of excellent internal communication and the positive effect this has on customer service delivery.
* Recognise your own personality style and those of your colleagues, patients and other customers.
* Enhance awareness of your response to different personality types and the effect this can have when dealing with challenging situations.
* Manage and understand the expectations, feelings, fears and needs of your patients and their carers.
* Recognise the difference between prejudice and discrimination.
* Exhibit more confidence, motivation and control when dealing with challenging situations and complaints.
* Learn to say the” right thing, at the right time in the right way” using Emotional Intelligence.
* Recognise the effects of stress on you, your colleagues and patients.
* Understand the difference between assertive, aggressive and passive behaviour.
* Create an Internal Customer Service Charter.
* Measure standards through the use of a customer service audit tool.
* Be motivated to walk the talk and set your customer service standards even higher.

A workbook and guidance notes and will be provided to support this workshop – and delegates will receive a useful summary of the day with further notes of the key messages of the day. Certificates of attendance are awarded after the workshop.

**Programme**

***Session One***

**Introduction, Objectives, Icebreaker (communication)**

**Who are your customers? (internal / external)**

Definition of Exceptional Customer Service

**GROUP EXERCISE**

* What is your ideal vision of exceptional customer service in a GP practice throughout the patient journey

**INDIVIDUAL EXERCISE**

* Score your practice

**Shep Hyken (input)**

* Attitude (input & discussion)
* Communication (input & discussion)
* Observations from GP practices (group discussion)

**Creating internal harmony (input)**

 **INDIVIDUAL EXERCISE**

* Score your practice

**Personality Style Questionnaire**

* How to complete the questionnaire

***Session Two***

**Introduction, Objectives, Icebreaker (communication)**

**Personality Style Awareness (test & input)**

 **GROUP EXERCISE**

* The best way to communicate with all four personality styles
* Exploring the feelings, fears, needs and expectations of all four personality styles

**Prejudice & discrimination (challenging your thoughts and actions)**

**How to deliver exceptional customer service in a GP Practice(input)**

**Communication: verbal / non-verbal**

**Internal Customer Service Charter – Why do we need it? (input)**

**Review of learning and action planning**

**Close**