

# Delivering W.O.W. Service!

*People Will Forget Everything Except How You Made Them Feel!*

Judy Kay Mausolf

## **W.O.W. – PHILOSOPHY**

- Weed Out Weeds
  - Weeds
    - Uncomfortable
    - Unwelcome
    - Destroys relationship
- Decision Strategy
  - WIIFTP&P
    - Supports vision & mission – the why
  - Practical - realistic
    - Service triangle
      - Money/people/time
  - Precedent
  - Passionate

## **W.O.W. IMPRESSIONS**

- First Impressions
  - Sensory
- Lasting Impression
  - Brand – your reputation
    - Consistent & congruent
      - People
      - Service
      - Office
      - Website
      - Social media
      - Marketing
- Touch Points – Ongoing Representation
  - Any time you connect with a patient or a potential patient
  - Moments of Truth
    - Reinforces why you and your office
    - Any interactions that creates a + or – impression in the patient’s mind

- What do our patients need to know and feel about us that supports our brand

## **W.O.W. SERVICE STANDARDS**

- Happy to Serve
  - Warm greeting
  - Introductions
  - 5 P's
    - Positive
    - Prepared
    - Professional
    - Polite
    - Patient oriented
  - Build relationship
- Consistency
  - 5 Out of 5
  - Under promise – over deliver
  - Attention to details
  - Timely
  - Likeable team
  - Practice, practice, practice
- WIIFTP
  - Focus on patient's experience
    - Tell your patients what you are doing and why
    - Show up 100% - engage all the patient's senses
    - It's what we say or don't say that creates perception
  - Care & concern
    - What has been their past experience
    - What are their goals and desires for their dental health
    - What matters to them
  - Open & respectful
    - Conversation not a presentation
    - Educate
      - Stop data dumping.
      - Present in bite size.
      - Communicate on their level
      - Verify
        - Sequence
        - Time
        - Compliance

- Cost
- Address complications
  - Real place
    - What would it take for me to act like that
    - What if this was a family member
    - How would i feel if it happened to me
  - Verbiage
    - How may I help you
    - May I have your permission to give you feedback
    - I can help you
  - Service recovery
    - Tell them what you can do
    - Empower employees to resolve problems on the spot
    - Trigger recovery whether they complain or not
- Show appreciation
  - Compliment
  - Thank them
  - Ask them for a referral
- Work Together
  - Be professional
    - Good conduct
    - Clear expectations
    - Support each other
    - Protect the privacy of patients, employees & company
    - No gossip
  - Own It
    - Legal, Ethical, Within Licensure
  - Have Fun
- Awesome Ambiance
  - 5 senses
    - Aesthetic & inviting décor
    - Comfortable
    - Sparkling clean environment
    - Tidy & fresh
    - Organized - everything has its place

Business Name: \_\_\_\_\_

Name / Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Website: \_\_\_\_\_

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- Other \_\_\_\_\_



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