

Customer Service checklist

- Is there an atmosphere of mutual respect within the practice?
- Do you determine the patient's expectations?
- Does your practice present a good "first impression" and consider the "cycle of service"?
- Are good customer service techniques employed?
- Do you provide written information to orient the patient to the practice?
- Are you comfortable apologising?
- Do you really "listen" and "respond" to patients?
- Are you empathetic?
- Do you offer adequate explanations?
- Do you use patient satisfaction surveys and encourage patient feedback?
- Do you have a timely complaints handling system that is formally documented?