

An Introduction to **THE SPIRIT OF EXCELLENCE**

THE SPIRIT OF EXCELLENCE is a Service Quality Training Program designed for staff at Health Care Facilities.

The way health care is delivered is continually changing, and the language of health care has been changing with it. Today's current model of care is shifting from inpatient to outpatient services. Patients are being referred to as clients, customers or even consumers of care. Doctors and nurses are called providers of health care. This changing reality requires adjustments of us all, and yet the basic need for care and services remains. Health care facilities *must* continue to distinguish themselves to ensure their future survival and success.

The best advertisement is a satisfied patient. The staff of your facility—who bring their skills, expertise, commitment and energy to their jobs—are the most important contributors to your facility. Patients who return and who faithfully recommend that their friends and family come to your institution for care are those who will bring your facility into its future.

Your facility's staff has a key role to play in the successful achievement of the goal to strive for service excellence. What they do and the spirit with which they do it is important, and patients, visitors and co-workers depend on each staff member to do their job well.

The positive climate created promotes healing. It's not just the tasks performed that are important, but the way people interact with each other. No matter what job staff members were hired to do, their first "job" is to interact with others in ways that show respect, care and support. This is good business. This is a priority that participants in **THE SPIRIT OF EXCELLENCE** will know, or learn and practice in the health care workplace of today and the future. This is why **THE SPIRIT OF EXCELLENCE** was created!

An Estimated 95% of the Factors that Determine Reputation of a Health-Care Facility—Among Patients and Guests—Are in the Hands of Front-Line Staff!

Anything Less than Excellent Service May Be Costing You!

Everyone has an opinion on what good customer service is. The only opinion that really matters, however, is the CUSTOMER's opinion. Because it is customers who decide where they will buy, how often and would they recommend you or not.

Studies prove that SERVICE is *more effective* at enhancing volume and profit than marketing, promotion, advertising, research and development, product innovation, capital improvements, credit services or any other strategy. According to a study by the American Management Association, business done by loyal customers who return to buy again and again because they are *satisfied* with SERVICE yields 65% of a typical organization's volume. Research has shown if you could cut your customer defection rate 5%, profits could increase 25%-85%. If you could cut your customer defection rate in half, you could double the growth of your organization.

In today's economy with so much at stake, training front-line employees to deliver excellent customer service has become a top priority for many organizations worldwide.

The Premier Customer Service Learning System for Front-Line Staff

Superior customer service is achieved ONLY with dedicated employees and a superior learning system.

THE SPIRIT OF EXCELLENCE is the most effective tool of its kind on the market. It was developed through years of research, field testing and fine tuning. As a result, employees can learn and master the skills of providing superior customer service quickly and easily.

THE SPIRIT OF EXCELLENCE technology is designed so you can implement the system on-site, at either *one location* or *many locations* simultaneously. **THE SPIRIT OF EXCELLENCE** will assist you in training your employees to achieve higher levels of service excellence to protect and preserve your most valuable asset . . . your customers.

Tight budget times require staff to "do more with less." Meanwhile, customer expectations continue to rise while competition continues to grow. In order to satisfy customer demands, accomplish corporate goals, and improve morale, it's essential that you take steps NOW to leverage your investment in employees, while improving service to your customers.