



BHVH BUZZ



Everything I Know About Customer Service I Learned from Listening to 80's Music

"If She Knew What She Wants" - Ask questions to create solutions. Many clients may not know what they or their pet needs or how to ask for it. It's our job to guide them through the process by asking lots of good questions. Remember that they are coming to us because we're the *experts*. Be patient, ask appropriate questions, so clients can make informed decisions about their pets.

"I Remember You" - Know, and use, client and pet names. Everybody knows the crazy 140lb Rottie named Zeke. But how many of us know his owner's names—husband *and* wife? Using names helps create a more personal connection and strengthens our bond with clients.

"People Are People" - Fix your mistakes! Eventually even the most well-trained, outstanding employee screws up. When things go wrong, don't practice avoidance or pass the buck. (Wo)man up to your mistake,

follow through, and make it right for the client. They will appreciate both the acknowledgement of the problem and the extra effort to fix it.

"Every Little Thing She Does is Magic" - Make clients smile! Strive to create an exceptional experience for every client and pet. Oftentimes, it's the small gestures that clients notice the most—assisting them with food, multiple pets, kids—without being asked. How do clients view the time they spend at our facility? Is it enjoyable or more like a root canal? The little things you do (or don't do) for clients can make or break your reputation.

"Like a Rock" - Be consistent with quality. Do we have systems and protocols in place to deliver the same, consistent service every time? Or does the service vary between team members? Certain things just shouldn't be improvised. Providing consistent, quality service (check in process,

examination, refill requests, follow up calls) helps clients learn what to expect, and what's expected of them.

"Push It" - In a perfect world, we would be able to block out the ringing phones an barking dogs and focus completely on the customer in front of us. This is an unlikely scenario in the veterinary world. Staff are being pulled in multiple directions all day long. The secret to effective multi-tasking is prioritization, focus, adaptability, discipline.

"We Are Family" - Make client satisfaction your team's goal. The cooperation of all employees is the backbone of the client's experience. How good are we at pulling together and working as a team to serve our clients? Although each of us has a different role to play, our mission as a hospital team should always be to provide the highest level of care and service.

Fill In the Blanks: Our Service Model

How well do you know the three basic principles of good service? Fill in the blanks to find out...

Greet all clients and patients and make them feel welcome by using _____.

Anticipate clients' needs. Look for ways to make their visit _____.

Let clients know you appreciate them by _____.

A. The client and pet's names. B. Exceptional. C. Thanking them for bringing their pet in/choosing our hospital.

*What song best sums up your veterinary career?
Answers to be published in the next BUZZ :)*

MVP

February 2013

DR. DAN
GRAHAM



February Birthdays:

Katie Lehman 2/1

Jen Graham 2/8

Crystal 2/9

Dr. Melissa George 2/11

Chris K. 2/16



Pearl's Wisdom

Clients don't care how much you know. They need to know how much you care.

