Traditionalists
Born: 1900-1945
Defined by: WWI, Roaring Twenties, Great Depression, WWII, and the Korean War
Characteristics: God-fearing, hard-working and patriotic
Described as: loyal

Baby Boomers
Born: 1946-1964
Defined by: Vietnam, Watergate, protest and human rights movement
Characteristics: “Me Generation”
Described as: optimistic & competitive

Generation Xers
Born: 1965-1980
Population: 46 million
Defined by: Cable, digital and satellite TV, VCRs, video games, fax machines, pagers, cell phones and computers
Characteristics: Independent
Described as: Skeptic

Millenials (Generation Y)
Born: 1981-1999
Population: 76 million
Defined by: Technology, Internet
Characteristics: Diverse
Described as: Realistic problem solvers

Generation X
Born: 2000-present
Defined by: No knowledge of life without mass technology
Characteristics: Highly connected
Described as: Multi-taskers
Types of Patient Experiences
The experience was worse than the patient anticipated.
The patient will_____________________________________________
The experience met the expectations.
The patient will_____________________________________________
The experience exceeded the expectations.
The patient will_____________________________________________

Moments of Truth
A Moment of Truth occurs anytime a customer comes into contact with your organization and uses that contact to judge the quality of the organization.

Give 3 examples of “Moments of Truth”
1.______________________________________________________
2.______________________________________________________
3.______________________________________________________

The 10 Second Rule
The 10 second rule states________________________________________________

Facts
_______ of lost customers leave because of problems other than quality or price.
_______ of dissatisfied customers complain to the company. They simply take their business elsewhere. A dissatisfied customer will tell an average of _____ people about a company that provided poor service. The cost of attracting a new customer is at least _____ times more than keeping an existing one.

The Cost of One Lost Patient
1. Write in the cost of a complete exam ________
2. Estimate the average or typical dollar amount spent for eyeglasses per patient_______
3. Total the above two figures for the bi-annual amount spent________
4. Multiply the bi-annual amount by 5 _________ ($ spent in 10 years)
5. Multiply the dollar amount spent in 10 years by 10 _____ (the number of people who chose not to come to your office due to the experience of the unhappy patient)
6. Add patient replacement costs (advertising, new patient expenses) (10 x $30.00) _________
7. Total dollar amount lost in a decade because of ONE unhappy patient: $____________

What Does An Unhappy Patient Want?
To be listened to.
You should: ____________________________________________
To be understood.
You should ____________________________________________
Exceeding Patient’s Expectations

To avoid further problems.
You should______________________________________________
Assurance that the problem will not reoccur.
You should______________________________________________
Compensation/restitution.
You should: _____________________________________________

Telephone Technique
   Voice-easy to hear without being too loud
   Words-clearly articulated
   Pace-neither too fast or too slow
   Tone-pleasant (not grating or nasal)
   Energy level-show interest and enthusiasm

<table>
<thead>
<tr>
<th>Forbidden Phrase</th>
<th>Use Instead</th>
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<tbody>
<tr>
<td>“I don’t know.”</td>
<td>“That is a good question. Let me find out.”</td>
</tr>
<tr>
<td>“We can’t do that.”</td>
<td>“Boy, that is a tough one. Let’s see what we can do.” Then find an alternate solution.</td>
</tr>
<tr>
<td>“You’ll have to ....”</td>
<td>“Here’s how we can help you with that” or “the next time that happens, here is what you can do.”</td>
</tr>
<tr>
<td>“Hang on a second.”</td>
<td>“It may take me two or three minutes to get that. Are you able to hold/wait while I check?”</td>
</tr>
<tr>
<td>“No” when used at the beginning of any sentence.</td>
<td>Turn “no” into a positive answer. Example: “We aren’t able to refund your money, but we can replace the product at no charge.”</td>
</tr>
</tbody>
</table>

Phrases That Delight Your Customer
“Good morning—or afternoon.”
“Thank you.”
“Consider it done.” or “I’ll take care of that for you.”
“That is not a problem.”
“I understand.”
“I take full responsibility.”

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The Effect of Body Language

What is each of the above “saying”?

1. 
2. 
3. 
4. 

Running Your Office like Disney

– Perception is more important than reality
– Courtesy is more important than efficiency
– Patient loyalty is more important than satisfaction
– Patient experience is more important than good service
– Employees are motivated by the mission, not the money
– Employees are motivated by their imagination, not their obligation
– Employees have a healthy dissatisfaction about their current performance
– Actions are more powerful than ideas