



**King Hussein Cancer Center**

**Training Center**

# **Service Excellence Workshop**

## **Introduction:**

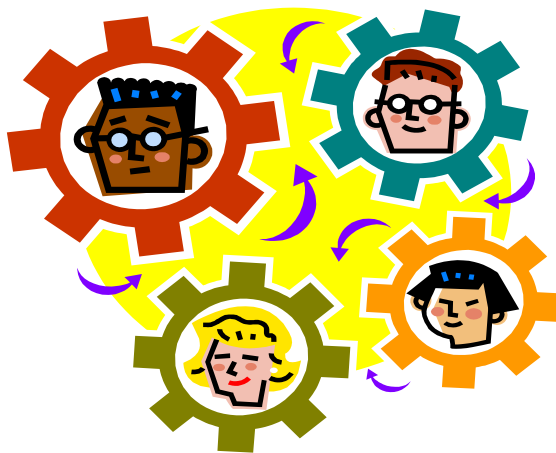
King Hussein Cancer Center is a center of excellence. We do believe that small things create excellence, but excellence is not a small thing.

## **Workshop outline:**

### **1. What is Quality Customer Service?**

There are two primary dimensions that make up quality customer service: the procedural dimension and personal dimension. Each is critical to the delivery of quality service.

**The Procedural Side** of service consists of the established systems and procedures to deliver products and/or service



**The Personal Side** of service is how service personnel, (using their attitudes, behaviors, and verbal skills) interact with customers.



## **2. First Impressions are lasting impressions:**

-Image

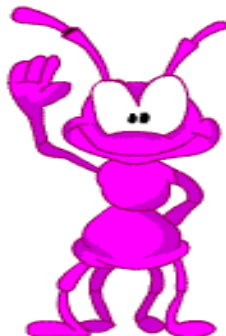
-Acknowledgement

-Welcome customer

-Body Language

- Position body at slight incline
- Face speaker squarely
- Maintain level eye contact
- Keep body open
- Appropriate distance
- Move body and hands
- Be aware of facial expressions

**Service Excellence Means Being Proactive vs. Reactive**



### **3. Telephone Skills**

#### **-The importance of Phone Skills:**

- Privacy / Confidentiality
- You are the Company
- First Impressions Count!
- Customer Satisfaction
- Makes Your Job Easier

What tips would you tell a new employee about using the phone correctly?

#### **-How To Place A Call On Hold**

#### **-How to handle the irate caller:**

- Apologize
- Sympathize
- Accept responsibility
- Prepare to help

### **4. E-mail Skills**

**“E-mail is the most effective means of communication in today’s business world.”**

