

Managing customer service in dental practice



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What is the workshop about?

Customer service is more important than ever in dental practice today. Patients are becoming better informed about their rights and the standards of service which they should expect. This workshop examines the managerial and interpersonal skills of dentists and practice managers to determine how they may be applied for the effective management of a practice and its capability in providing good customer service and satisfaction.

What are the learning objectives?

By the end of the workshop delegates will be able to:

- ▶ Understand customer service and customer care in context.

- ▶ Identify processes within their practice which do not add to the positive customer experience and consider where these may be improved.
- ▶ Explore ways to improve their delegation skills within the practice. Identify the interpersonal skills required for a positive customer experience.
- ▶ Improve their communication skills for the benefit of the practice.

What should I expect to gain from the day?

- ▶ A clear understanding of how the practice can improve customer service
- ▶ Improved communications which lead to a better patient experience
- ▶ Techniques for managing effective customer service

Workshop outline and key topics covered

Initially we look at common business models to determine exactly the type of business we are operating. This session usually highlights the differences between providing national health and private care to patients. However it is important to understand the common issues, techniques and skills which are required in order to run a successful practice.

By investigating our 'competitive edge' we begin to understand the patient as a customer and the importance of customer service. We look at how it needs to be integrated into our management processes. A session on the management of customer expectations is included and, importantly, we run exercises which are concerned with managing these

expectations, as well as measuring our effectiveness.

The afternoon session of this workshop concentrates on the essential interpersonal skills which are required by managers in order to provide effective staff support and customer service.

Registration will commence from 9.00am, the meeting will begin at 9.15am and will finish at approximately 4.15pm. This course is generally regarded to provide 6 hours of CPD