

# The Art of Customer Service

How employee training can enhance the pharmacy's bottom line.

## Your Business Depends Upon Customer Service



of companies say they deliver superior customer service

— but —



of people actually think these same companies deliver superior customer service<sup>1</sup>



of unhappy customers will not willingly do business with you again<sup>2</sup>



## The Impact of Personal Service

After speaking with a pharmacist



29%

of customers purchase an over-the-counter (OTC) medication<sup>4</sup>



59%

of customers purchase an additional non-pharmaceutical product to go with their prescription<sup>5</sup>

## Improving the Impact of Customer Service Training

Train all staff in three areas

### Interaction



#### Face-to-face

- Greet customers within 7 seconds or 7 steps
- Make eye contact; smile



#### On the phone

- Standardize and personalize the phone greeting

### Attitude

#### How your patients feel

- |             |            |
|-------------|------------|
| Vulnerable  | Restrained |
| Helpless    | Cautious   |
| Anxious     | Frightened |
| Embarrassed |            |

#### How you should respond

- Stay calm
- It's not personal
- Apologize and empathize with customer needs
- Offer additional help
- Take ownership of any issues you can resolve
- Look for health literacy issues
- Follow up

### Presentation



Do away with the casual clothes



Standardize the uniform for the best first impression

## Results Beyond Revenue

### Loyalty



Service excellence is key to attracting and retaining patients. Preparing your staff to engage and respond to your customers enhances care and improves business results

### Adherence



In the United States, some 3.8 billion prescriptions are written every year, yet more than 50% of them are taken incorrectly or not at all<sup>6</sup>. Adherent patients fill more prescriptions and have a higher rate of positive clinical outcomes

### Satisfaction



Satisfaction is higher when a pharmacy collaborates with its customers to ensure they do not miss medication doses, particularly those with a 30-day supply<sup>7</sup>

## 3 Things to Remember



Customers always have another choice



Expect excellence



Demonstrate commitment to your staff

#### Sources

<sup>1</sup>Tuttle, B. (2011, June 7). Customer service hell. Time. Retrieved March 26, 2015, from <http://business.time.com/2011/06/07/customer-service-hell/>

<sup>2</sup>Lee Resources  
<sup>3</sup>Ibid.

<sup>4</sup>2014 U.S. Pharmacy Study | J.D. Power. (2012, September 25). Retrieved March 26, 2015, from <http://www.jdpower.com/press-releases/2014-us-pharmacy-study>

<sup>5</sup>Ibid.

<sup>6</sup>Neil Chesanow. "Why Are So Many Patients Noncompliant?" Medscape. Published 16 Jan. 2014. Accessed 15 June 2015. Available online at <http://www.medscape.com/viewarticle/818850>.

<sup>7</sup>Ibid iv.