



“Creating Patient Relationships and Customer Loyalty”

Based on what you saw in the workshop conducted by Stevie Ray, identify three personal challenges you face when dealing with patients.

List three action steps you will take to enhance your ability to connect with patients. These steps should include a number, a time-frame, and someone you will work with to achieve your goals. Also, each step should include the reason for each action and/or the expected outcome.

Examples:

Step #1

Action Step I will step from behind the counter ten times per day to personally assist customers.

Tracking I will track each instance on a simple checklist, which my supervisor will review each week.

Outcome Because customers who receive face-to-face, personal attention feel more loyalty to a store, this should result in increased customer retention.

Step #2

Action Step I will call every patient who enters the store by name. I will ask every new patient their name and introduce myself by first name.

Tracking My co-workers and I will challenge each other by occasionally asking each other the name of a patient who has just entered the store.

Outcome Because customers who are identified by name feel not only a commitment to a store and its staff, they feel an obligation to remain loyal, this practice should result in a dramatic drop in lost customers.

Step #3

Action Step I will not let an interaction end without determining if the patient has a need or complaint for which I may have a recommendation. This will include new items in the store of which they may not be aware, but will be for a need or complaint that is other than what the customer originally came to the store.

Tracking I will quickly jot down solutions provided for two guests per day.

Outcome This will increase store revenue and also show the customers that we are concerned about their well-being, not just filling their order. This will increase customer loyalty and retention.

Your action steps should be discussed with a supervisor at least every six months. These discussions should include what new action steps you can take, as well as new and creative ways you can make your store stand apart from the competition.