DELIVERING W.O.W. SERVICE —— PEOPLE WILL FORGET EVERYTHING EXCEPT HOW YOU MADE THEM FEEL!



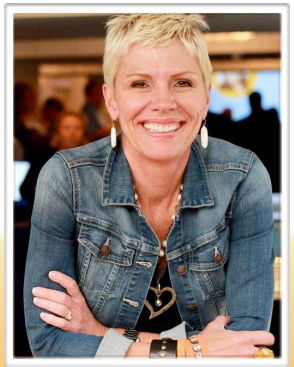
Research shows that practices that build their office environment around serving the patient own and dominate the market. Customer service is often confusing, complex and vague! "I'm satisfied" means nothing in today's world. Set yourself apart from your colleagues: differentiate why *you and your office* and not the office down the street!

Learn principles for strengthening communication skills, practice brand, and service standards. Illuminate the patient decision making processes to create lasting impressions and exceptional experiences. Inspire the entire team to deliver W.O.W. service with more passion and fun!

Customer Service

COURSE OBJECTIVES:

- Understand W.O.W. Patient Philosophy
- Illuminate a W.O.W. Decision Making Process
- Learn techniques to make W.O.W. Impressions
- Recognize essentials of W.O.W. Branding
- Identify how to spot opportunities that create W.O.W. Touch Points
- Understand W.O.W. Service Standards Concepts



"Service with a smile!"

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