

Staff Recruitment and Retention Community of Practice #4

Engaging Your Staff in Customer Service

Presented by MayaTech
in conjunction with
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Objectives

- Understand the behaviors needed by the staff and the organization to ensure a great experience for the patient
- Learn how to develop and utilize a Customer Service Plan
- Learn how to measure the results of your Customer Service Program

Employee Engagement: Defined

Gallup defines engaged employees as those who are:

- involved
- enthusiastic, and
- committed

to their work and workplace



Engagement

- 80% of employees with a high degree of trust in management are committed to the organization, compared with 25% of employees with a low degree of trust engaged (Center for Creative Leadership, 2009)
- Highly engaged employees have fewer absence days – in average 3.5 days – compared to not engaged employee (Gallup Germany, 2011)
- Engaged employees outperform disengaged employees by 20-28% (The Conference Board, 2006)



Customer Service and Engagement



Frederick Herzberg's Theory of Motivation in the Workplace

Herzberg observed that employees were motivated by factors like: responsibility, achievement, recognition, type of work, and potential for advancement

Motivated employees had the potential to become fully engaged in their work



Terrie Nolinske, Ph.D.

Research Associate, National Business Research Institute

- Individuals who feel fully committed to the organization take great pride in doing their jobs
- They go the extra mile
- Engaged employees influence customer service
- Please and Thank You – go along way

How to engage employees



What steps to take to engage employees

1. Let them in on what is happening in the organization
2. Let them feel included in decision making
3. Let them know your expectations
4. Do you have a Customer Service Plan or Policy in place?
5. Do you have values and a vision for how to treat customers?
6. Do you allow employees to make decisions when it comes to the customer?

How to measure Engagement



SHRM and SurveyMonkey Employee Engagement Sample Survey #1

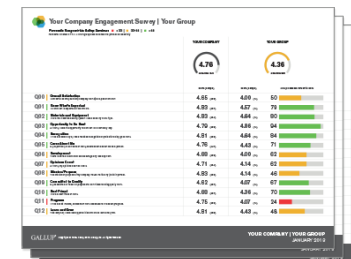
1. Employees in my organization willingly accept change
2. Employees here are willing to take on new tasks as needed
3. Employees in my organization take the initiative to help other employees when the need arises
4. Employees proactively identify future challenges and opportunities
5. Employees here always keep going when the going gets tough
6. In my organization, employees adapt quickly to difficult situations

SHRM and SurveyMonkey Employee Engagement Sample Survey #2

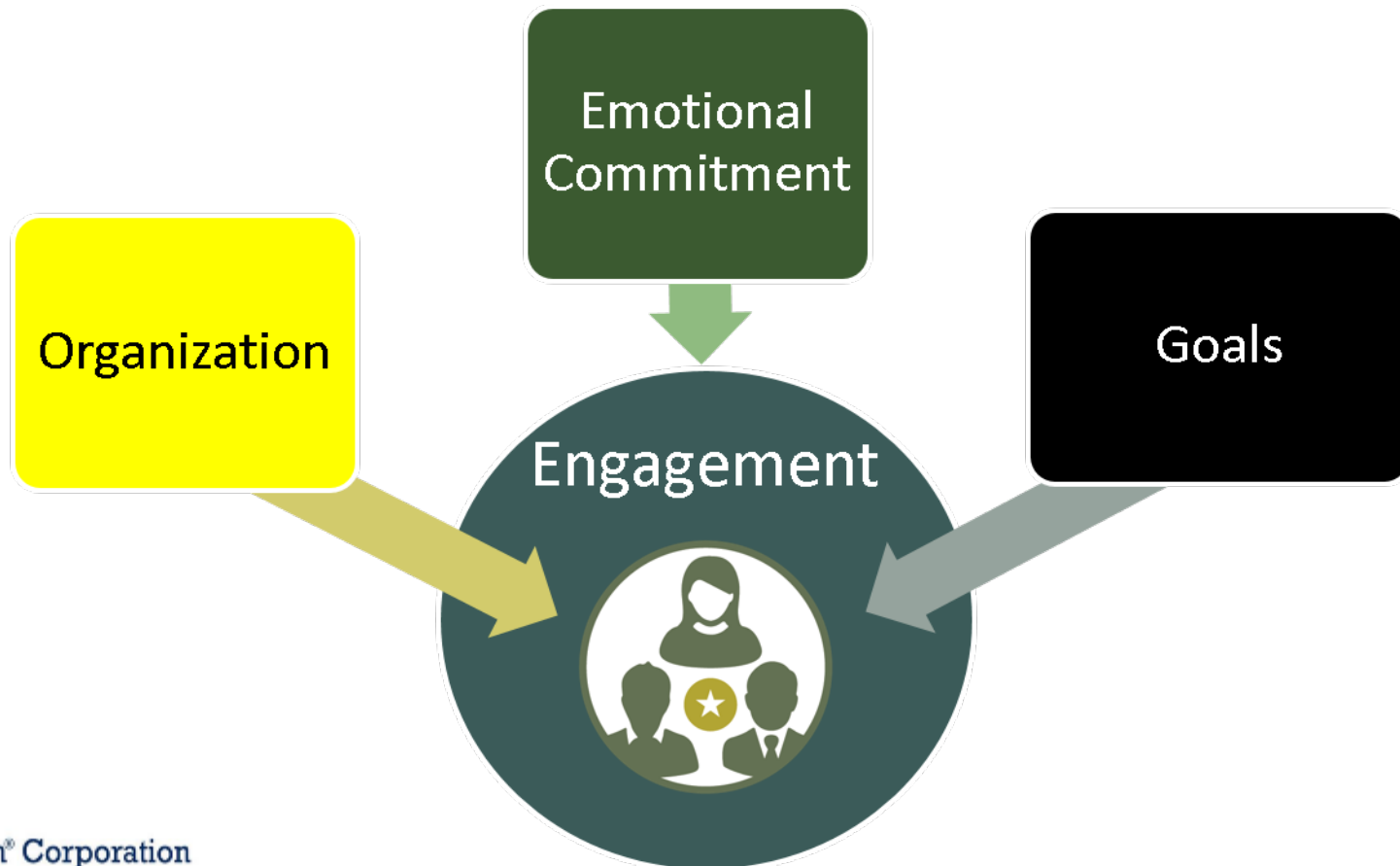
7. When at work, I am completely focused on my job duties
8. I am determined to give my best effort at work each day
9. I am often so involved in my work that the day goes by very quickly
10. I get excited about going to work
11. I feel completely involved in my work
12. I am inspired to meet my goals at work

Gallup Q12 – Leader in the Industry

- The Gallup Organization offers a survey called the Q12
- It measures engagement within your team or organization
- This survey is considered the leader in the industry
www.gallup.com



What does an “Engaged Team” look like?



How do you attain an Engaged Team?

- Measure where individuals are at with engagement
- Set goals for yourself and them – and share them with everyone
- Model the behavior you need to see and experience

Emotional Commitment

- How do you measure your employee's commitment?
 - Can you measure it?
 - Should you measure it?
- What is the attitude?
- Are you as committed and engaged as you should be?

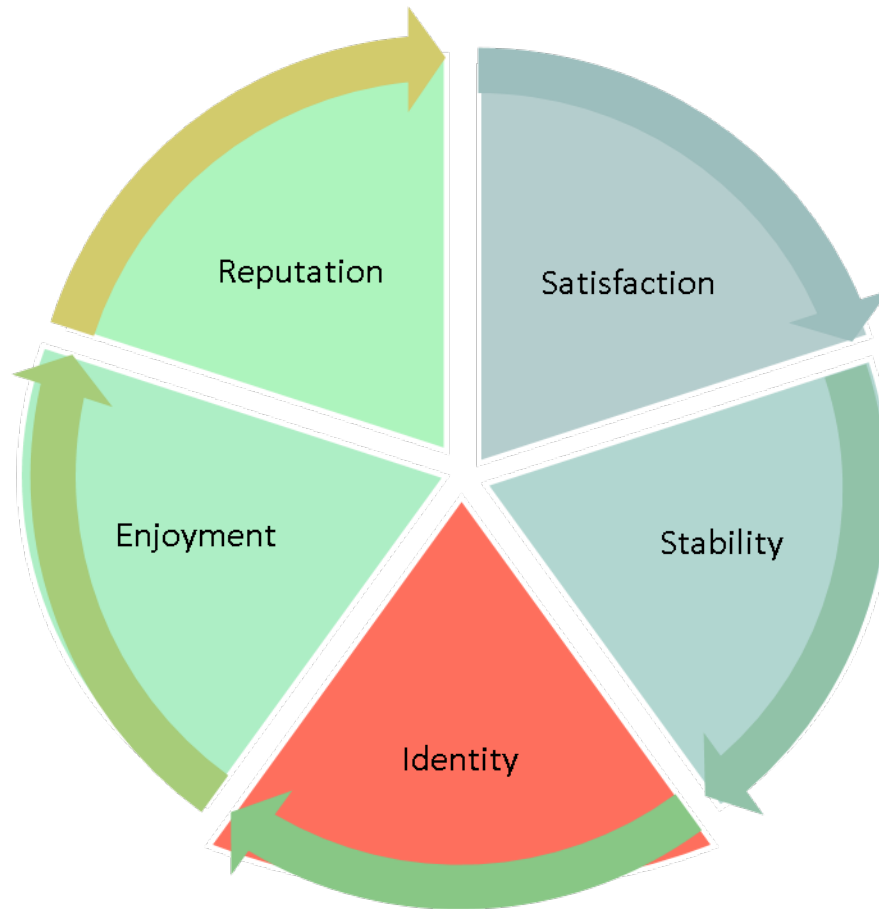
Organizational Engagement

- Do patients trust your organization?
- Do the employee's trust the organization and leadership?
- What is the reputation of your organization?

Organizational Goals

- What are the goals of your organization
- Do your employee's know the goals?
- Set your expectations!!

Why is an Engaged Team so Important?



Engaging Staff: A Review



Who do you need on the bus?

How do you get people on or off?

Now how do you go about engaging them?

Have a plan

Resources on Employee Engagement and Customer Service #1

- The New Gold Standard, The Ritz Carlton Hotel Company by Joseph A. Michelli
- Disney U, by Doug Lipp
- FISH, by Stephen Lundin
- Gallup's Q12 www.gallup.com
- Employee Engagement 2.0, by Kevin Kruse



Resources on Employee Engagement and Customer Service #2

- SHRM: www.shrm.org
- ATD: www.td.org
- “Good to Great,” by Jim Collins
- “Influencing in the Workplace,” by Dennis Phillips and Les Wallace



Thank you for participating in this webinar

We hope that you are able to find the information provided useful as you continue your P4C project. We ask that you take a few moments to complete the feedback survey you will receive when you close out of this webinar.

If you have any additional questions, please email us:

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