

Includes Chat Points and Learner Activities  
PLUS Trainer's Notes

# Customer Service Standards - Greetings

*"We've got the PPWR (power)"*



Includes chat points,  
learner activities PLUS  
FREE Trainer notes!

The Healthcare Warrior's  
CUSTOMER SERVICE STANDARDS  
Meet the Healthcare Warrior. [Click here.](#)



**MODULE 2 of 14**

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## Summary of the Healthcare Warrior's Training Programme - 14 Modules.

Module	Service Standards Description
1	The 4 Pillars of Service - You've got the PPWR
2	Greetings -The importance of a warm and professional greeting on arrival
3	Offering Service - Appropriate ways to offer service in a Healthcare setting
4	Requests - How to handle requests professionally
5	Unreasonable requests - How to compromise with positive outcomes for all
6	Dealing with complaints in a Healthcare setting - From the patient and from the patient's family/loved ones
7	How to deal with angry and irritated patients
8	Serving children
9	Addressing the specific needs of women
10	Appropriate ways to touch patients
11	Professional dress standards
12	Telephone Etiquette - Answering the Telephone professionally - Why its such a big deal
13	Telephone Etiquette - Transferring calls - How to and when is it OK
14	Telephone Etiquette - Taking messages and the importance of relaying them correctly to patients



# Module #2: Greetings

## The aim of this module

- ✓ To understand the importance of greeting patients and guests in the correct manner
- ✓ To have a solid understanding of the standards expected when you greet customers within your organisation

### Why are greetings so important - The moment of truth

The moment a customer comes into contact with your organisation for the first time, whether the customer walks into your office or receives mail from, or talks to an employee over the phone, these first seconds of initial contact are called, The moment of truth.

Greetings can be a moment of truth in many instances, as it is the first impression a customer may have of our company. And as you know, you don't get a second chance to make a first impression. So it needs to be done correctly, every single time.

Greetings are not just the words we use, but also the acknowledgement we give patients and guests upon seeing them.

### Using PPWR to shape our greetings standards.

Using the PPWR concept introduced in Module 1 of this training series we set a standard that adheres to the practice of being Professional, Personal, Warm & Responsive.

**We can greet our patients & guests in such a way that we can change their world in an instant, because "we've got the PPWR".**

**Don't underestimate the power of a positive greeting.  
When greeting, use your PPWR skills!**



### CHAT POINT

Who has ever been upset, angry or just generally in a bad mood and then you went somewhere, maybe to visit a friend, or you went into a shop and you were greeted in such a way that the person changed your bad mood and made you feel better? **You hold this power - use it!**



# 4 Greeting Standards

**There are four (4) main greeting standards that MUST BE met as a minimum.**

- 1. Within 3 seconds of arrival, acknowledge patient or guest with a) eye contact & smile OR b) greeting & smile**
- 2. Greet patients using their name or preferred title and if possible, greet guests by name**
- 3. Offer service within a 3 minute period**
- 4. Initial statement to patient or customer to be a non-business related statement or question**



# Greeting Standards - 1

1. **Within 3 seconds of arrival, acknowledge patient or guest with**
  - a) **eye contact & smile :)**

**OR**

  - b) **greeting & smile :)**

**These combinations will ensure that the patients and guests feel welcome and will understand that you know they are there in need of service.**

## **Smiling**

Sometimes when we are busy it's easy to forget to smile.

When we are smiling, we need to ensure that our smile is genuine & not forced. A simple warm, genuine smile can break down barriers and this will help our patients feel welcome.

## **Eye Contact**

Eye contact is also very important. Eye contact means looking people in the eye, but at the same time, not staring and trying to intimidate them.

## **Initial Greetings**

The following are acceptable greetings:

- "Good Morning..."
- "Good Afternoon..."
- "Good Evening..."





# Greeting Standards - 1



## LEARNER ACTIVITY

What type of greetings are NOT acceptable in a healthcare setting?




## CHAT POINT

Does our first greeting standard (1) reflect the four Pillars of Service - PPWR? How could we make them fit better into this service philosophy?  
What else could we be doing when we make initial contact?



## Greeting Standards - 2/3

### 2. Greet patients using their name and if possible, greet guests by name.

Greeting patients and guests by name gives personalized service and gives patients a sense of belonging

#### Tips For Remembering Names.....

- Use the persons name a couple more times in the course of the conversation
- Write down their name after they leave
- Associate their name with someone or something that may help you remember it

### 3. Offer Service Within 3 Minutes - Is it possible?

It is important that we set a benchmark so that the patients will always have confidence in knowing that they will be attended to within an acceptable period of time.

If you are already dealing with a patient or guest, your offer of service may be, "Hello there, I will be with you as soon as I can".

If it is obvious you will be spending longer than 3 minutes with your current guest, ask the other guests to "please take a seat" because you "may be more than a few minutes."

**Be honest and let them know an estimated time frame if possible. Golden rule - when it comes to service time, do not promise what you cannot deliver.**



#### CHAT POINT

Do these greeting standards (2 & 3) fall in line with our PPWR service philosophy? How can we make them better?



# Greeting Standards - 4

## 4. Initial statement to patient or customer to be a non-business related statement or question

Making our initial greetings non-business related personalizes our communication with the patient.

We are also building a rapport by learning more about them and who they are.

At the same time, we are showing them warmth and helping to ensure they feel wanted and suitably cared for.



### LEARNER ACTIVITY

Write down some of your own examples of non-business related opening statements or questions. Explain why they are appropriate in a healthcare service setting.


**Remember...**

**First impressions last!**





## The Healthcare Warrior's 10 Commandments of Superior Customer Service

# Customers are:

1. The most important people in any organization
2. Not dependant on us – we are dependant on them
3. Not interruptions to our work – they are the purpose of it
4. Doing us a favour when they call – we are not doing them a favour by serving them
5. Part of our organization
6. Not cold statistics – they are human beings with feelings like our own
7. Not someone to match wits with
8. People who have wants – it's our job to fill those wants
9. Deserving of the most courteous and attentive treatment we can give them
10. The lifeblood of this and every organization

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# TRAINER'S NOTES

Session Time - 20 minutes

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### \*TRAINER'S NOTES...

**PARTS IN ORANGE DO NOT APPEAR IN THE PARTICIPANT'S HANDOUT AND ARE THERE AS PROMPTS FOR THE TRAINER.**



# Module #2: Greetings

## The aim of this module

- ✓ To understand the importance of greeting patients and guests in the correct manner
- ✓ To have a solid understanding of the standards expected when you greet customers within your organisation



### Why are greetings so important - The moment of truth

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Greetings can be a moment of truth in many instances, as it is the first impression a customer may have of our company. And as you know, you don't get a second chance to make a first impression. So it needs to be done correctly, every single time.

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# Greeting Standards - 1

1. **Within 3 seconds of arrival, acknowledge patient or guest with**
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**These combinations will ensure that the patients and guests feel welcome and will understand that you know they are there in need of service.**

## **Smiling**

Sometimes when we are busy it's easy to forget to smile.

When we are smiling, we need to ensure that our smile is genuine & not forced. A simple warm, genuine smile can break down barriers and this will help our patients feel welcome.

**\*Ask participants to sound happy when frowning and sound angry when smiling. Usually no-one can do it - it's physically impossible. Body language is important.**

## **Eye Contact**

Eye contact is also very important. Eye contact means looking people in the eye, but at the same time, not staring and trying to intimidate them.

**\*ASK "Have you ever walked into a store or a party or any setting and the service person or host has ignored you? Looked away without acknowledging you? How did it make you feel?"**

## **Initial Greetings**

The following are acceptable greetings:

"Good Morning..."

"Good Afternoon..."

"Good Evening..."





# Greeting Standards - 1



## LEARNER ACTIVITY

What type of greetings are NOT acceptable in a healthcare setting?

Shouting out

Waving from across the room

Greeting with silence

Not announcing yourself on entering a patient's room

Using humour - not everyone has the same sense of humour  
- you may unintentionally offend.




## CHAT POINT

Does our first greeting standard (1) reflect the four Pillars of Service - PPWR? How could we make them fit better into this service philosophy? What else could we be doing when we make initial contact?



# Greeting Standards - 2/3

## 2. Greet patients using their name and if possible, greet guests by name.

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### CHAT POINT

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# Greeting Standards - 4

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Making our initial greetings non-business related personalizes our communication with the patient.

We are also building a rapport by learning more about them and who they are.

At the same time, we are showing them warmth and helping to ensure they feel wanted and suitably cared for.



### LEARNER ACTIVITY

Write down some of your own examples of non-business related opening statements or questions. Explain why they are appropriate in a healthcare service setting.

Betty, that colour looks lovely on you

Mr Smith, how are you today?

John, how is your shoulder going?

Mary, will we see your son again this weekend?

Mrs Rodgers, you're looking well today.


**Remember...**

First impressions last!



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# Review Session

## ROLE PLAY FUN!

Each person to pair up with someone else and role play a greeting from start to finish, using all 4 standards and PPWR. Walk around offering constructive advice to participants.

## Have you met the objectives of this module?

Ask participants to answer all the module's objectives that were highlighted at the commencement of the session.

Have they achieved/are they able to understand all the objectives?

Can they:

- ✓ Explain the importance of greeting patients and visitors in the correct manner.
- ✓ What are the four (4) main greeting standards they must follow/reach?
- ✓ Refer back to Module #1 - List the 4 Pillar's Of Service?

## Questions?

**End Session.**

