

**WHO ARE YOU?
ARE YOU A CUSTOMER
OR A GUEST?
CAN YOU BE BOTH?**

Presented by Susan Tonarely

**State of Missouri Assistant State Long Term Care Ombudsman
Department of Health & Senior
Division of Senior & Disability Service
Ombudsman Program 1-800-309-3282
HOTLINE 1-800-392-0210**











M
Brewer, Jr.
~ 35 ~

Purpose of this presentation

1. To take a brief look at marketing the customer from the staff stand point
2. Define what and who the customer and the guest are?
3. To take a look inward of self and the atmosphere of the home
4. To define your role as it pertains to your position and service of the home.
5. To be able to define the culture of your home or hospital.

Goal

Presenters Goal

1. Food for thought
2. Gain a deeper understanding of customer/guest relations
3. Understanding the role of a customer based industry
4. Learning a way to "Be Nice"

YOUR GOAL(s)

1. What would you like to gain?
2. What are your thoughts from this presentation when reading the title?
3. Are you working your goal?
4. Are you nice to your customer?

Vision

Healthy Missourians for life

Mission

To be the leader in promoting, protecting and partnering for health.

Values

Accountability

We accept responsibility for how we plan and perform our work, and we recognize the critical importance of using state resources wisely as stewards of the public trust.

Collaboration

We partner with public and private entities to improve health for all Missourians and protect seniors and persons with disabilities.

Commitment

We maintain a workforce composed of highly skilled and motivated individuals, and we celebrate the enormously positive difference they make in the lives of Missourians every day.

Communication

We remain closely connected to the citizens we serve through responsive and timely communication, and we deeply value our role as a trusted source of information regarding health and senior issues.

Diversity

We recognize and respect the benefits of diversity among staff and those we serve, and we work to make our department a reflection of the richly diverse community that is the state of Missouri.

Excellence

We strive to deliver high quality services through continuous quality improvement efforts in order to exceed customer expectations.



<http://www.mcknights.com/the-world-according-to-dr-el/just-a-picture-of-her-butt-an-analysis/article/474368/>

Who are they?
Who are you?

**TOP Customer/guest
relations in the industry**



The Walt Disney Corporation Mission / Vision Statement: 2015

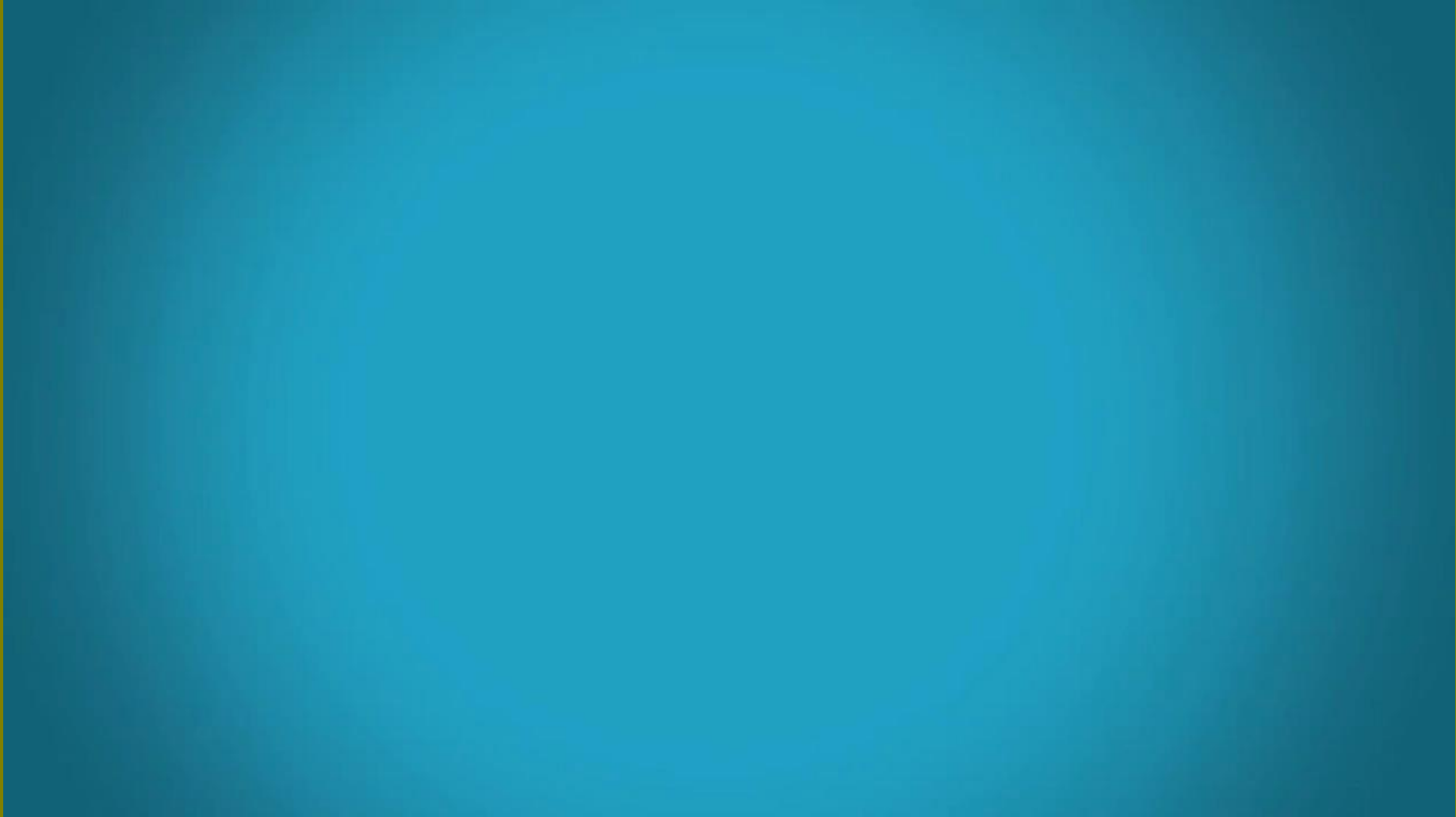
One of the reasons why Disney has a reputation of delivering a seamless "magical" experience to its guests in all of its operations - theme parks, hotels, restaurants, retail stores, etc. - is because it has one overriding vision and mission for all of its business operations.

"The mission of The Walt Disney Company is to be one of the world's leading producers and providers of entertainment and information. Using our portfolio of brands to differentiate our content, services and consumer products, we seek to develop the most creative, innovative and profitable entertainment experiences and related products in the world."

At Disney, Leadership Starts with respect for “ALL” people - Guests and Cast Members (not “employees”) alike.

Remember!! Those you have hired or work with are “NOT” employees, they are people. Those you care for are “NOT” residents, they are people.

Creating Disney Magic...



R.A.V.E

R = respect

A = appreciate

V = value

E = everyone

Remember that when you respect, appreciate, and value everyone, then the culture you are building flows smoothly throughout the organization.

The Beginning of customer service

Charles Darwin Theory taken to another Level

More than 150 years ago ,Darwin's book "On the Origins of Species." expressed the scientific theory of Evolution.

1. The survival of the fittest
2. True today with the nursing home industry and business' around the world.
3. With time companies come, go, grow, shrink, expand and absorb into on another.
4. The nursing home is the market segment and the residents are the customers within the market segment as the population

Evolution: Webster Dictionary- an unfolding, opening out or working out; process of development, as from a simple to a complex form, or of gradual, progressive change, as in a social and economic structure.

Look at the reproduction cycle

If the NH industry is fertile then reproduction will happen and if all of those produced survives then there is room for growth, think “BABY BOOMERS”.

Questions:

1. Are you good enough to grow your home?
2. What does your position have to do with the growth of your home?
3. What does being fertile and surviving have to do with me?
4. How long does your residents stay with you? Days, months, years and a lifetime?

Customer Retention

If you increased the satisfaction rate of the resident or patient and retention of staff (survival rate) to stay and not move, would this increase and grow the population of the home? *Explain please*

If a good message in marketing matches the product and services are offered then the home population grows and so does the paycheck? *True or False*

If the Service Provider sticks with the business at hand, *would* the customer base for the home grow and soon become number 1 in the market place?

What is your goal for the home or hospital you work in? (not the home's or hospital's goal but yours)

Is this just a paycheck or do you have a passion for what you do?

Knowledge = Understanding = WISDOM!

Resident/Patient Focused Care Surveys

Remember: Satisfied customers have no story to tell.

- ▣ Sense people's needs before they ask (**initiative**)
- ▣ Help each other out (**teamwork**)
- ▣ Acknowledge people's feelings (**empathy**)
- ▣ Respect the dignity and privacy of everyone (**courtesy**)
- ▣ Explain what's happening (**communication**)

Florence Nightingale wrote: "Apprehension, uncertainty, waiting and fear of surprise, do a patient more harm than any exertion." If Disney Ran Your Hospital - 9 1/2 things you would do differently.

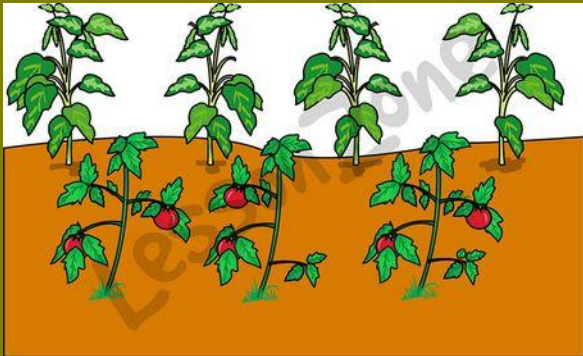
By Fred Lee, Second River Healthcare Press, Sixth Printing, April 2006

Growth in population

Business is a resource of products and services.

- ❑ If the population of your outside community grows and the food resource becomes scarce, would you still choose to live in this community or move?
- ❑ If the soil needs fertilizing to grow your food would you not add fertilize to the soil?

The same goes for your home or hospital .. in order to grow your home or hospital, it needs to be nourished.



Do you have the tools to grow your garden (HOME or HOSPITAL)?



Managers Dilemma

Dusting wand

Example

1. What do you think happened?
2. Do you have all the evidence need to come to a conclusion?
2. Did she stay or leave?
3. Did the manager do the correct and right thing in his offer?

1. How did this make his staff/associates a customer?
2. Was the manager able to meet the housekeeper's needs?
3. What changed the housekeepers mind?
4. What service did the manager provide that the housekeeper needed to do her job well?

Outcome

How do you nourish your home/hospital?

▣ **STOP -- THINK**

- ▣ Tell me in what way do you nourish your home/hospital and the residents/patients?

▣ **GROUP TIME**

**MY FIRST EXPERIENCE
WITH
CUSTOMER SERVICE**

Disney



Mickey Mouse



My Family

MARCH 30, 1956

The Blood-Horse

A MAGAZINE DEVOTED TO THE BIRTH



Sheryl Anne Jan. 9, 1946 Susan Ayame Jan. 28, 1951 David Thompson Nov. 2, 1953 Terry Allen July 23, 1948
Presentation of the trophy to the winning owners, Mr. & Mrs. Allen F. Brewer, Jr. (Dr. Ernest A. Welch, Trainer)

In This Issue

MARIAN ELLEN

\$6000 Tax Deduction

5th RUNNING of the Diaper Derby

LEXINGTON, KENTUCKY, VOL. V

No Cents

Entered as First Class matter at the St. Joseph Hospital, Lexington, Ky.

7 lbs. 9½ oz.

Reproduced by permission of
the Blood-Horse Magazine

THE LEXINGTON LEADER

THE COURIER-JOURNAL, LOUISVILLE, KY., WEDNESDAY MORNING, JANUARY 6, 1960

Easy, Man!



CHA CHA THE CHIMP—Cha Cha, year-old chimpanzee mascot of the standardbred and thoroughbred interests of Mr. and Mrs. Allen F. Brewer Jr., doesn't seem too concerned about being fitted for a pair of shoes. Mrs. Brewer holds Cha Cha during the fitting at a downtown store. Cha Cha received a lollipop as a reward for his behavior. (Leader photo).

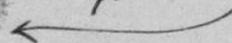


Associated Press Wirephoto

Cha Cha, the year-old chimpanzee pet of Mrs. Allen F. Brewer, Jr., appears somewhat concerned as he is fitted for a pair of shoes at a Lexington store. However, he won a lollipop from the store for good behavior.



Cha Cha's
right hand
print





College Hill
Shoes



To all who come to this happy place:
Welcome. Disneyland is your land. Here
age relives fond memories of the past, and
here youth may savor the challenge and
promise of the future. Disneyland is
dedicated to the ideals, the dreams, and
the hard facts that have created America,
with the hope that it will be a source of
joy and inspiration to all the world.

—Walter E. Disney, July 17, 1955

The key

“that not only good customer service was a key but that guest relations are the answer to good customer service. There is a difference between customer service and guest relations.”

-Walt Disney-

What is the Definition of Customer?

Customer:

- ▣ **One that purchases a commodity or service or an individual usually having some specified distinctive trait;**

Merriam-Webster Dictionary

What and who is a guest?

GUEST: Merriam-Webster Dictionary

- 1 a: a person entertained in one's house**
 - b: a person to whom hospitality is extended**
 - c: a person who pays for the services of an establishment (as a hotel or restaurant)**
- 2: an organism (as an insect) sharing the dwelling of another; especially: inquiline**
- 3: a substance that is incorporated in a host substance**
- 4: a usually prominent person not a regular member of a cast or organization who appears in a program or performance (Saturday Night Live – Special Guest)**

My Life with
Mickey
My Experience



SILLY EXERCISE



The Telephone

BUMP THE LAMP

“If you want to be a world class experience, you must invest on every level.” Success comes from the investment in the people that work for you.

Lee Cockrell former Executive VP of Operations for Disney

Author of “Creating Magic” Becoming the right leader and creating the right culture. Another book “The Customer Rules”

“If we wanted the world to be happy, we needed to and will display a happy character.”

http://www.leecockerell.com/book_the_customer_rules.cfm



Nat King Cole - Smile Lyrics

Smile though your heart is aching
Smile even though it's breaking
When there are clouds in the sky, you'll get by
If you smile through your fear and sorrow
Smile and maybe tomorrow
You'll see the sun come shining through for you

Light up your face with gladness
Hide every trace of sadness
Although a tear may be ever so near
That's the time you must keep on trying
Smile, what's the use of crying?
You'll find that life is still worthwhile
If you just smile

That's the time you must keep on trying
Smile, what's the use of crying?
You'll find that life is still worthwhile
If you just smile

Songwriters: CHARLES CHAPLIN
Smile lyrics © BOURNE CO.



Disney's secrets

- ▣ S -serve
- ▣ M - mirror
- ▣ I- I choose
- ▣ L - lighten Up
- ▣ E - engage

MY PHILOSOPHY

“Create a happy environment and give the employees power to make decisions when it comes to the residents they serve, then the bottom line of the company increases and your censes will not decrease by choice.” -Susan Tonarely-

Dress Code for your home

EMPLOYEE

Make sure resident's are shown dignity and respect at all times. Employee's are to set an example in attitude and dress by maintaining the company's dress code. They are to also make sure that the resident's are well-groomed.

What is home's dress code for employees?

RESIDENT

1. Male residents must be clean shaven or beard well-groomed.
2. Facial hair on women should be removed when noticeable and well-groomed
3. Clean and maintained clothing.
4. Good Physical and Oral hygiene.

Personal appearance is one of the few things that is completely within your control. It is also one of the things that employers expect you to handle without much discussion. Basically, if you can dress yourself, you should dress yourself well. Do you really need your employer to discuss this with you? Most don't, but some do.

The clothes you wear sends a message to your customer

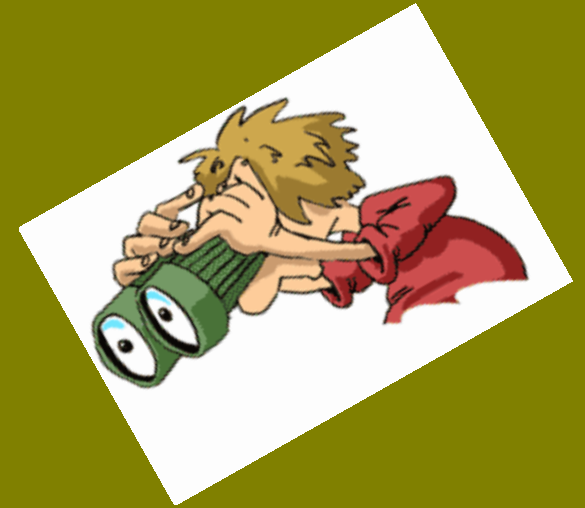
Working for Disney not only gave me

1. Respector of person
2. Taught that my body posture either gives or takes away assurance from what is being said. (its not just in word)
3. Taught me when to retreat from a situation and when to press on.
4. Its ok to ask for help when needed.

BE CAREFUL OF WHAT YOU SAY AND DO

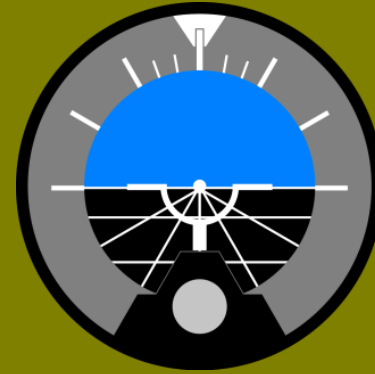
for

**THEY ARE
WATCHING
AND JUDGING
YOU**



Lee Cockerell said, "Its not the magic that makes it work; it is the way we work that makes it magic."

CHECK YOUR ATTITUDE



What is your attitude indicator? Do you Create Happiness?
What is your attitude indicator? Are you flying level with the horizon?
Are you in a nose-up or nose-down attitude?

RICH'S ATTITUDE

Apostle Paul; Philippians 2:3-4

“Do nothing from selfishness or empty conceit, but with humility of mind let each of you regard one another as more important than him; do not merely look out for your own personal interests, but also for the interests of others”.

J-Jeff Kober gives an example of attitude; An 18 year old young man working at Disneyland is stationed in front of the castle with his popcorn wagon. All day long he pops popcorn, boxes it up and sells it. This is referred to as POP, Box, and Sell. He notices two women taking photos of each other. He steps away from the wagon where he is working and asks the ladies if they would like for him to take their picture together. They said yes, that would be wonderful. The young man takes the picture and goes back to POP, BOX, and Sell.

A few months later, Disney Corporation receives a letter from one of the ladies. In her letter she tells her story about this young man and how this was a time special. The photo was included in the letter. She noted that it was of herself and her sister that this was the first time in 20 years that they had seen each other. She went on to say that her sister was diagnosed with cancer and would die within a few months after the photo was taken. She was so appreciative of the young man who went out of his way and noticed them and took their picture.

Let's take this another direction... The scenario is the same, only this time, the young man's supervisor notices that he steps away from the wagon and takes the picture..

When he returns to the wagon his supervisor is standing there and proceeds to reprimand him for leaving his station, stating that this is not his job. The young man attempts to defend himself by saying that there was no one buying popcorn and he thought it would be a kind gesture. The supervisor tells him his job is to sell popcorn. He is given a written warning and told to get back to work and the supervisor leaves.

What do you think about the way the situation was handled? How do you think you would have handled it, knowing your personality and temperament?

NHC's how to provide effective customer service

1. Empathy
2. Respond Honestly
3. Take the Initiative
4. Assume Responsibility
5. Involve the Customer in the Solution

NHC's continued effective customer service

You Speak With

NOT



At

To

Through

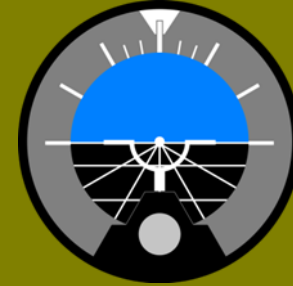
About

Avoid

Always stay above the line

The Attitude
of the Employee
can **MAKE** or **BREAK**
a company..

Giving it a Bad Reputation



Remember

The Attitude Warning Signs



OLE!

LASSWELL

PEORES NADA.COM

Psychologist/philosopher James Allen states,

“A person cannot travel within and stand still without.” Soon what is happening within us will effect what is happening without. A hardened attitude is a dreaded disease. It causes a closed mind and a dark future. When the attitude is positive and conducive to growth, the mind expands and the progress begins. -John Maxwell-

GETTING EVERYONE TO BUY INTO YOUR PLAN OR GETTING ON BOARD.

One of the first steps is, you need and should look deep into the mirror of your soul and ask yourself;

Do I have a define mission of my organization's purpose?

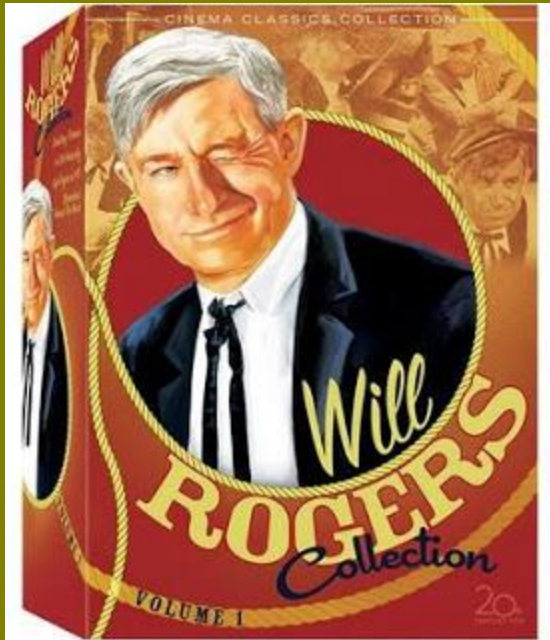
Does it communicate clearly the expectation internally of what is most important?

Does it give the power to each person to create an image of the organization?

Is it more a corporate mission statement hanging on the wall where no one else can see it? (Guests/customers)

Is everyone including co-workers on board with the mission?

How does your role join into the mission of the organization?



WILL ROGERS SAID, "EVEN IF YOU'RE ON THE RIGHT TRACK, YOU'LL GET RUN OVER IF YOU JUST SIT THERE."

Your Own Home and Disney and Marriott's Way Dignity, Respect, and Honor

- ▣ Choice of bed time
- ▣ Eat when and what you want
- ▣ How to spend your money
- ▣ Right to choose what to wear
- ▣ When to bath
- ▣ Come and go from hotel when you want
- ▣ Share a room if you choose
- ▣ Have/not have visitors
- ▣ Refuse room service
- ▣ Choose medical care
- ▣ Where to get medications

Does the Owner or Administrator and other staff

1. Walk through the home with a smile and greets everyone in his/her path with a good morning?
2. How do employees/associates/guests/customers perceive the administrator?
3. Help with call lights, dining experience, activities etc..?
4. Hold up in his/her office most of the day?
5. Pick up on issues, concerns of staff/guests/customers quickly?
6. Work to address and resolve issues, concerns, problems readily?

People have to have PURPOSE

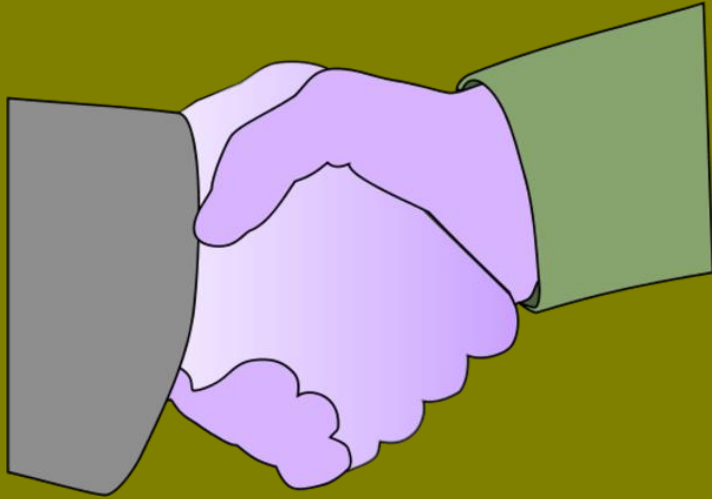
Let's look at some of the philosophy and the core values that make Disney so successful in service.

1. The Mind
2. The Hand
3. The Heart



The Mind

Brings Understanding



The Hand
Gives choice



The Heart

The Spirit

**IF YOU ARE TO GIVE EXCELLENT SERVICE THEN
ALL
THREE COMPONENTS MUST BE KEPT IN PLACE.**

**THE MIND
THE HAND
THE HEART**

Walt Disney made a statement years ago; “In this volatile business of ours, we can ill afford to rest on our laurels, even to pause in retrospect. Times and conditions change so rapidly that we must keep our aim constantly focused on the future”.

-Winston Churchill-

“Personally, I’m always ready to learn, although I do not always like being taught?”

-Ralph Waldo Emerson in 1870 wrote in his essay-

“The true test of civilization,” “is not the census, nor the size of the cities, nor the crops ---no, but the kind of man the country turns out.”

Things to look up

My Grandfather always said, "The Fish stinks at the Head First."

<http://www.brainstormwarning.org/2008/10/30/the-fish-rots-from-the-head>

<http://www.phrases.org.uk/meanings/fish-rot-from-the-head-down.html>

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Brown, Harper Business, First Edition 1997**

<https://www.youtube.com/watch?v=fdqpZHWP8Yc>

<https://www.youtube.com/watch?v=tylvc9dY400>

http://www.leecockerell.com/book_the_customer_rules.cfm

**“If Disney Ran Your Hospital 9 ½ Things You Would Do Differently”,
Fred Lee, Second River Healthcare Press, Sixth Printing April 2006**

Thank you

Time for questions

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