

Delivering W.O.W. Service!

People Will Forget Everything Except How You Made Them Feel!

Judy Kay Mausolf

W.O.W. – PHILOSOPHY

- Weed Out Weeds
 - Weeds
 - Uncomfortable
 - Unwelcome
 - Destroys relationship
- Decision Strategy
 - WIIFTP&P
 - Supports vision & mission – the why
 - Practical - realistic
 - Service triangle
 - Money/people/time
 - Precedent
 - Passionate

W.O.W. IMPRESSIONS

- First Impressions
 - Sensory
- Lasting Impression
 - Brand – your reputation
 - Consistent & congruent
 - People
 - Service
 - Office
 - Website
 - Social media
 - Marketing
- Touch Points – Ongoing Representation
 - Any time you connect with a patient or a potential patient
 - Moments of Truth
 - Reinforces why you and your office
 - Any interactions that creates a + or – impression in the patient’s mind

- What do our patients need to know and feel about us that supports our brand

W.O.W. SERVICE STANDARDS

- Happy to Serve
 - Warm greeting
 - Introductions
 - 5 P's
 - Positive
 - Prepared
 - Professional
 - Polite
 - Patient oriented
 - Build relationship
- Consistency
 - 5 Out of 5
 - Under promise – over deliver
 - Attention to details
 - Timely
 - Likeable team
 - Practice, practice, practice
- WIIFTP
 - Focus on patient's experience
 - Tell your patients what you are doing and why
 - Show up 100% - engage all the patient's senses
 - It's what we say or don't say that creates perception
 - Care & concern
 - What has been their past experience
 - What are their goals and desires for their dental health
 - What matters to them
 - Open & respectful
 - Conversation not a presentation
 - Educate
 - Stop data dumping.
 - Present in bite size.
 - Communicate on their level
 - Verify
 - Sequence
 - Time
 - Compliance

- Cost
- Address complications
 - Real place
 - What would it take for me to act like that
 - What if this was a family member
 - How would i feel if it happened to me
 - Verbiage
 - How may I help you
 - May I have your permission to give you feedback
 - I can help you
 - Service recovery
 - Tell them what you can do
 - Empower employees to resolve problems on the spot
 - Trigger recovery whether they complain or not
- Show appreciation
 - Compliment
 - Thank them
 - Ask them for a referral
- Work Together
 - Be professional
 - Good conduct
 - Clear expectations
 - Support each other
 - Protect the privacy of patients, employees & company
 - No gossip
 - Own It
 - Legal, Ethical, Within Licensure
 - Have Fun
- Awesome Ambiance
 - 5 senses
 - Aesthetic & inviting décor
 - Comfortable
 - Sparkling clean environment
 - Tidy & fresh
 - Organized - everything has its place

Business Name: _____

Name / Position: _____

Address: _____

City: _____ State: _____ Zip: _____

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- Judy Kay's Books: *Rise & Shine, TA-DAH!* and *Delivering W.O.W Service!*
- Other _____



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