

Customer Moments – Don't Miss Them

When was the last time you sent a nice note, a thank-you card, a small gift, a voice mail that actually connected with your customer?

Chances are you'd say, "It's been a long time" or you may say, "never." We know, we get it—your reason or excuse is usually that you're simply "too busy"!

If you really are too busy, you may be missing out on some special customer connections. In fact, we believe these are the connections you can't afford to miss because they make all the difference in the world in building and maintaining relationships.

If you have a special moment with a customer and keep that moment to yourself, you may not gain much traction after the fact. So take advantage of the situation. Don't lose the opportunity to make a great connection or that perfect follow-up connection because you can't make time.

And don't assume that because there was a great conversation that the customer will get back in touch with you. Most likely they won't because—guess why—they're too busy.

Remember, your customer doesn't own this relationship. You do. And you have to take the lead in nurturing each and every stage of the relationship. Make a change today and start thinking about how to respond to your customer moments.

Here are some examples that illustrate how you can transform everyday conversations into pivotal, memorable moments.

Situation:

A new prospective office manager took the time to see you and spent over the allotted time to acquaint you with the office.

Response:

Send a personal note. Focus on what occurred, how your customer made a difference in that moment: "Holly, you truly took time out of your day to help me understand the inner workings of your practice. It didn't go unnoticed. And you went above and beyond to introduce me to your team."

Personalize your note. "I can't believe our children went to the same elementary school—I truly appreciate you sharing your committee stories and I'll use your

advice when I'm there on Wednesday. Thank you."

Remember the customer's personality style when you write your message. If your contact is driven by analytics, your note might say: "Holly, I'll work with my internal operations team to get that requested time study to you next visit."

If the client is more expressive in their style, you may write: "Holly, we truly felt your excitement about using our new rehab scheduling line. We promise you'll like the new process, and each of your patients will, too—our therapists are outstanding."

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Situation:

A newly credentialed physician said that he would refer a new surgery patient. His team followed up, and the physician made the referral as promised.

Response:

Send or drop off a small thank-you gift. Your gift is personalized to the staff and reflects a nice note of appreciation. "Thank you for entrusting us with your patients. We strive to support our patients with best-in-class customer service." (Remember to always follow your organization's guidelines about Stark Law).

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Situation:

Your customer connected with you regarding a process change and the customer is ready to try this new process. You have to jump on this and follow up.

Response:

Use humor as a way to trigger her memory, even if you need to leave a voice mail. After you get the customer's attention, follow up with the business at hand:

"Mary, your lighthearted analogy of the first step in the process is one I'll never forget—I continued to chuckle about it after our meeting. On a serious note, I want to let you know we've begun the new process for your referral scheduler, so I left a process flow sheet with her last Friday. Please continue to monitor the process and offer us feedback. Thanks again. We look forward to working with you."

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Situation:

Your physician prospect reveals that you both went to the same college. You discover you're both football fans.

Response:

Remember something they said that they admired, liked or wanted. Show you were listening. “Dr. Smith, can you believe that game last weekend? You were right about the quarterback.” Dialogue ensues, and you leverage what you’re really there to talk about.

These may seem like little things that can’t possibly make a difference—but they do! Start to incorporate these elements into your sales process and there will be those special customers who sit up and take notice. They will notice that you’re a professional, you care about them, you take time out of your “busy” schedule for them, you listen, and you have invested.

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