

Good Customer Service
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Recently, I had the experience of asking three young people, in their 20's, if they had ever heard the term, "The customer is always right". All three of these persons looked at me as if I were crazy. This policy seems to be lost in the 21st century.

A commitment to provide quality services to patients should always be the policy in any office. Although an audiologist may not be available, in person, a professional should be available by phone any day. Working through the lunch hour can be a help to working patients. Appointments should be able to be made any day of the week. Moving toward electronic medical records is not only a government mandate, but should be a commitment. Files should be easily transferred between offices and professionals for more convenience to the patient.

Spanish-speaking receptionists are very helpful in making appointments and translating during the visit. Special audiological testing equipment and rewards for children make testing them easier than ever before. And, working with about a dozen hearing aid manufacturers helps the patient make decisions concerning their hearing with many options available.

Here is a selection of sample answers about good customer service from "Job Interview Answer: What is Good Customer Service?" By Alison Doyle, About.com Guide

- Good customer service means having thorough knowledge of your inventory, experience with your products, and being able to help customers make the best choices for them.
- Good customer service is treating customers with a friendly, helpful attitude.
- Good customer service means helping customers efficiently, in a friendly manner.

A good audiology practice should strive for all of these.