Communication and Customer Care

You need to make a **Good First Impression**

→ **Who are your Customers?**
  - Patients
  - Relatives
  - Staff
  - Visitors
  - Medical Representatives
  - Service providers
  - Other departments
  - Other organisations

→ **Customers have Expectations**
  - Quality care is provided
  - Explanations on their care are given to them
  - They are informed of any changes
  - Staff are honest with them
  - Responsibility is accepted
  - Others are not blamed
  - Staff are polite and helpful
  - Concerns are acknowledged
  - Their privacy and dignity is respected
  - Cultural and spiritual expectations are met
  - Mistakes are acknowledged

→ **First Impression**
  - Introduce yourself
  - Behave professionally
  - Have a tidy appearance
  - Provide a tidy environment
  - Be friendly
  - Make eye contact

→ **Need Help, Advice or Support?**
  - Patient Advice & Liaison Service (PALS)
  - Matrons
  - Senior Manager
  - Clinical Governance Leads
  - Complaints Managers

→ **Good Communication Means:**
  - Listen
  - Have an open body posture
  - Use eye contact
  - Have a positive attitude
  - Use clear speech
  - Use a moderate tone of voice
  - Be knowledgeable
  - Do not lie, be open and honest
  - Use positive language

20% of users feel like complaining about the service they receive in hospital, but only 8% actually make a complaint

Remember: patients are unwell and relatives may be stressed - they need your patience and understanding

Patients are the reason for the health service not interruptions to it

Remember – Any concern is a valid concern
You can make a difference – Take responsibility

**Look, Listen and Smile**
Communication and Customer Care

Managing the Risk

Vital to ensuring a positive working environment and the maintenance of good relationships, communication and customer care is something that everyone can improve upon.

This poster has been compiled to help you recognise your customer care responsibilities and aid you in your day-to-day workplace interactions.

The Association for Perioperative Practice (AfPP) acknowledges the contribution of Amanda Parker, Assistant Director Nursing, Queen Victoria Hospital NHS Foundation Trust in Formulating this guidance.

References: