

Everyday Excellence

I am service driven

Make It Right

May 2016

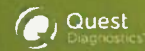


I am service driven

Each customer and situation is unique. I act with urgency and am empowered to do the right thing. By holding myself accountable and keeping my commitments, I contribute to a superior customer experience.



2 • CONFIDENTIAL – For internal circulation only



I am service driven

Make It Right

Scenario 1

- A.** I can't believe that happened or who would have dropped the ball like that. It definitely wasn't us. I can try to call over there and see if anyone knows anything. I mean, you shouldn't be put in this situation, Bonita. It's a shame.
- B.** I am really sorry this happened, Bonita. I know time is of the essence here and that the doctor needs those results. What I will do right now is contact my colleague, Andrew Hills, in Customer Solutions to see what I can find out. Either he or I will get back in touch with you within 20 minutes. Will that work? Again, I'm sorry about the mix-up and I want you to know that I am on it.

3 • CONFIDENTIAL – For internal circulation only



I am service driven

Make It Right

Scenario 2

- A.** I understand that you're upset, but what you need to understand is that we have a process we have to follow. If someone entered your information in wrong, they were probably really busy. We had a lot of people call out today—Friday, you know—or maybe you were talking too fast.
- B.** Mrs. Donovan, I'm sorry to hear that you've had to call back. I apologize for that. Let me take care of this right now for you to make sure we have your information entered correctly.

4 • CONFIDENTIAL – For internal circulation only



I am service driven

Make It Right

Scenario 3

- A.** Look, we'll post the revised job req as soon as we can get to it. But, like I said, if managers don't follow the process, our hands are tied. We can only work with what we're given.
- B.** Trish, I know you need to get that job filled, like yesterday. Let me see where the delay is and what I can do to help move this along. I'll circle back with you this afternoon to let you know where we stand, all right?

6 • CONFIDENTIAL – For internal circulation only



I am service driven

Make It Right

Skills

Acknowledge the situation.

- I can see this did not go as planned.
- The doctor needs the information right now.

Empathize with the customer's experience.

- I can see why you'd be upset with us.
- I recognize the tough spot this puts you in.

Apologize for what caused the situation.

- I am so sorry this happened.
- I want to apologize for our mistake.

Take action to resolve, make things right.

- Here's what I can do right now.
- I will do everything I can to expedite this.

6 • CONFIDENTIAL – For internal circulation only



I am **service driven**

Make It Right Scenarios

Put yourself in our customers' shoes. Select which of the two responses in each pair you would prefer to hear from the Quest Diagnostics employee, and state why you chose that option.

Make It Right Scenario #1

- A. I can't believe that happened or who would have dropped the ball like that. It definitely wasn't us. I can try to call over there and see if anyone knows anything. I mean, you shouldn't be put in this situation, Bonita. It's a shame.
- B. I am really sorry this happened, Bonita. I know time is of the essence here and that the doctor needs those results. What I will do right now is contact my colleague, Andrew Hills, in Customer Solutions to see what I can find out. Either he or I will get back in touch with you within 20 minutes. Will that work? Again, I'm sorry about the mix-up and I want you to know that I am on it.

As the customer, I prefer this option because it makes me feel:

Make It Right Scenario #2

- A. I understand that you're upset, but what you need to understand is that we have a process we have to follow. If someone entered your information in wrong, they were probably really busy. We had a lot of people call out today—Friday, you know—or maybe you were talking too fast.
- B. Mrs. Donovan, I'm sorry to hear that you've had to call back. I apologize for that. Let me take care of this right now for you to make sure we have your information entered correctly.

As the customer, I prefer this option because it makes me feel:

Make It Right Scenario #3

- A. Look, we'll post the revised job req as soon as we can get to it. But, like I said, if managers don't follow the process, our hands are tied. We can only work with what we're given.
- B. Trish, I know you need to get that job filled, like yesterday. Let me see where the delay is and what I can do to help move this along. I'll circle back with you this afternoon to let you know where we stand, all right?

As the customer, I prefer this option because it makes me feel:

I am **service driven**

Make It Right Skills

In-person Instructions

Pair up with a learning partner to identify two specific ways you can apply the “make it right” service-recovery skills on this worksheet (acknowledge, empathize, apologize, take action).

Virtual Instructions

From the four skills below (acknowledge, empathize, apologize, take action), circle two skills you can use when service recovery is required. Be prepared to explain how you can apply them.

1. **Acknowledge** the situation. (The customer feels heard.)

- I can see this did not go as planned.
- The doctor needs the information right now.

How I will apply this skill:

2. **Empathize** with the customer’s experience. (The customer feels you understand.)

- I can see why you’d be upset with us.
- I recognize the tough spot this puts you in.

How I will apply this skill:

3. **Apologize** for what caused the situation. (The customer hears regret.)

- I am so sorry this happened.
- I want to apologize for (the specifics of what happened).

How I will apply this skill:

4. **Take action** to resolve and make things right. (The customer trusts you will pursue a resolution.)

- Here’s what I can do right now.
- I will do everything I can to expedite this. Let’s start with . . .

How I will apply this skill:
