

**UC Davis Health  
Sacramento, CA  
Department of Pathology and Laboratory Medicine**

***CUSTOMER SERVICE***

**Administrative Procedure 851.A**

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**PURPOSE:**

To establish standards by which the staff of the Department of Pathology & Laboratory Medicine will provide Customer Service to our customers. This procedure defines how Pathology staff will provide service that is customer focused, professional and responsive. Pathology staff will provide the best level of customer service possible in a professional, welcoming, calm, friendly and courteous manner.

**PREFACE:**

It is the expectation that all Pathology staff will be professional and provide calm, friendly, efficient, accurate and confidential service to customers at all times. It is important to keep in mind that it is the customer to whom the staff is ultimately responsible. Our customers are all of the parties that we interact with in the performance of our daily job: physicians, nurses, other lab staff, but most importantly, our patients and their families.

The tenets of Pathology Customer Service are built on the following philosophy:

- The University of California does not discriminate and offers the same quality of service to all regardless of age, race, sex, nationality, educational background or physical limitations.
- Our customers are to be treated politely, promptly and with helpful attention, whether in person or over the telephone.
- Approach every customer encounter in a professional manner and maintain a calm and professional demeanor throughout the entire encounter.
- If a staff member is unable to help a customer with their request, always give them an option to speak to a supervisor. If you are unsure or unable to provide accurate information, do not dismiss the customer- you should tell the customer that you will investigate the situation and that either you or your supervisor will get back to them as soon as possible. Most importantly, follow up with this commitment to the customer.
- It is the responsibility of all staff to keep up to date with all policies and procedures.

**PROCEDURE:**

1. The manner in which a person looks, speaks, and acts conveys an attitude, just as the tone of voice and choice of words affects a message. Listen carefully to customers' questions and concerns.
2. It is imperative that every staff/customer interaction be a calm and positive one for the customer. A friendly, helpful manner usually ensures a positive experience even when the message conveyed is not a pleasant one and will ensure that the customer will leave feeling that their experience with the laboratory was a positive experience.
3. Each staff member, while at work, is a representative of Pathology and the University of California. The impression made on the customer profoundly affects the laboratory's image and that of the University of California Davis Health.

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4. All customer interactions, whether by phone or in person, are subject to HIPAA regulations. These interactions are confidential and should be discussed only in a professional context and only as needed to perform the job at hand. It should also be remembered that discussion of confidential patient information should be limited to non-public areas of the UC Davis Health.
5. Be punctual by arriving to your assigned workstation or opening your assigned draw site for the day. The service we provide to our patients and other customers commences at these pre-defined times. When we do not honor these times, we are not providing the best possible customer services or patient care. This does not reflect well on the UC Davis Health or Pathology. The same is true at the end of the shift and at the times we close our draw sites.
6. All staff should present a positive image to our customers, this also includes your appearance; wear your University name badge so that it can be seen at all times while on the job, wear a clean lab coat, dress in a professional manner per UC Davis Health Clinical Policy 19001: Dress Code and Personal Appearance and Administrative Policy 2904: Standards of Dress and Personal Appearance. Do not chew gum on the job, never talk on the phone with food or drink in your mouth (See Infection Control Procedure- 200.A).
7. Answer the phone in a pleasant manner; identify yourself and the laboratory and/or section in which you work. In addition, offering a "Good morning" and "May I help you?" goes a long way in starting any phone conversation in a positive manner.
8. Smile when greeting a patient, family member or internal customer.
9. Greet the patient or customer, speaking clearly. Help patients feel comfortable and welcome by introducing yourself and by calling patients by name (using Mr., Mrs. or Ms., as appropriate). Acknowledge their presence by looking up and making eye contact. If you are busy with another patient or customer, acknowledge the customer who is waiting and explain that you will be with them as soon as you can. Provide explanations to patients within your scope of expertise.
10. When discussing any issue with a patient or regarding a patient issue, keep your voice low. Please remember to always maintain patient confidentiality.
11. In the presence of patients or family members, keep conversation with other staff members to a bare minimum and on a professional level only. Do not discuss any personal or family matters while in the presence of a patient. Always remain aware of HIPAA regulations. Even though you may be discussing lab business, our patients or family members may perceive excessive conversation as socializing on the job, rather than you addressing their needs.
12. Avoid extended phone calls on the job. Take care of personal calls on your break or lunch out of public view. Cell phones are not allowed in work areas. This includes text messages.
13. When working in a draw site, look up and around periodically to verify there is not a patient waiting.
14. When referring/transferring a phone call to another staff member or supervisor, whenever possible, explain the needs of the caller before transferring the call.
15. Conduct customer interactions in a helpful and pleasant tone of voice. Keep any impatience, annoyance out of your voice. If a customer is rude to you, either in person or on the telephone, never return this type of behavior in kind. Maintain a positive, calm, and

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- professional demeanor, always “taking the high road.” If necessary, ask for the name of the caller and pass this information on to your supervisor at the end of the interaction.
16. When there is an incident of unacceptable customer behavior, document the event via the IR System or pass this information onto your supervisor.
  17. When a customer complains, refer the customer directly to your supervisor and/or to Patient Relations at (916) 734-9777. If your supervisor is unavailable, provide the customer with the necessary contact information.
  18. In the event that you receive a question or query where you are unsure of the answer and you cannot obtain that information at once, tell the customer you will call them back with the information. Don't tell the customer to call you. **Remember to return the call.**
  19. Remember that you are part of a team and your co-workers are also your customers. Show your co-workers respect and attempt to always work in a cooperative manner.
  20. Recommend changes to policies, procedures and department practices to enhance the department and UC Davis Health ability to provide optimum service to our customers.

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**PROCEDURE HISTORY**

<b>Date</b>	<b>Written Revised By</b>	<b>Revision</b>	<b>Approved Date</b>	<b>Approved By</b>
5/07	D. Wright	New	5/07	Dr. Ralph Green
8/08	C. White	Reviewed	8/08	Dr. L. Howell
8/09	C. White	Reviewed	8/09	Dr. L. Howell
06/10	C. White	Reviewed	06/10	Dr. L. Howell
06/11	C. White	Reviewed	06/11	L. Howell
09/11	C. White	Revised	09/11	L. Howell
10/13	T. Cox	Biennial Review	10/13	L. Howell
8/16	A.Scott	Revised; Minor grammar changes	08/16	L. Howell
7/18	S. Okimura	Biennial Review	07/18	L. Howell via OnBase
07/20	N. Kaur, E. Karanja	Revised: Referenced content, Minor edits	08/20	L. Howell Via OnBase