

# CUSTOMER SERVICE EXCELLENCE STANDARDS



All employees are responsible for  
Customer Service at Trinitas  
Regional Medical Center.

A customer is any individual who  
comes in contact with any aspect of  
Trinitas Regional Medical Center.

Our customers include patients and their  
families, visitors, doctors, vendors,  
volunteers and our fellow employees.





**"A SMILE  
is the universal  
welcome"...**



## ACKNOWLEDGEMENT

**Remember to say  
"Please" and  
"Thank you".**

**Greet customers  
by name.**

**Always introduce  
yourself when  
greeting  
a customer.**



**Smile and  
say, "Hello"!**

**Escort our  
customers  
to their  
destination.**

**Open and hold doors  
for our customers.**

**If someone looks lost,  
ask if you can help.**

**It is important that we acknowledge, recognize and  
anticipate our customers' needs.**

**ATTENDANCE  
AND  
PUNCTUALITY**

**All meetings will start  
on time.**



**Follow department and  
hospital PTO policies.**

**Trinitas employees will demonstrate courtesy and respect towards our co-workers and our customers by reporting to work as schedule and on time.**

# Smile!

**ATTITUDE**

**Be a good team member!**

**Be positive!**



**Exceed our customers expectations!**

**Everything that we do or say is a reflection of what our customers will think of TRMC. Each and every interaction with a Trinitas customer is an opportunity to serve.**

**COMMUNICATION**

**Give customers priority, stop what you are doing, listen to their needs and assist them.**



**Return phone calls and email within 24 hours.**

**Always identify yourself and ask how you may help.**

**The goal of communication is understanding. Our messages to our customers will be delivered with courtesy, clarity and care.**

**COMMUNICATION**

Provide information  
in the customer's  
preferred language.

**Keep beepers  
and cell phones  
on vibrate.**

**Use resources such  
as CyraCom, language  
banks, interpreters etc.**

**Do not eat, drink  
or chew gum  
while on the phone.**







Close curtains  
and doors  
for privacy.

Use designated  
elevators when  
escorting customers.

**All patient information,  
stored on paper or  
electronically, must be  
kept private.**

**Trinitas will preserve and protect the safety,  
confidentiality and privacy of our customers.**



**DIGNITY  
AND  
RESPECT**



**Respect cultural  
differences.**

**Provide services in  
a compassionate  
and sincere manner.**

**Always knock  
before entering  
a patient room.**

**Every Trinitas employee and customer  
is to be treated with dignity and respect.**



## DRESS/PERSONAL APPEARANCE

**Wear ID badge above the waist.**

**Uniforms must be neat and clean.**

**Hosiery or socks must be worn at all times.**

**Wear jewelry, perfume and aftershave in moderation.**

**Fingernails must be kept short (5mm beyond fingertips).**

**Our appearance represents Trinitas Regional Medical Center and shows our respect for our customers.**



## **STEWARDSHIP**

**Keep your  
work area  
neat and clean.**

**No personal  
calls unless  
it is an  
emergency.**

**We will manage all Trinitas resources  
responsibly, in support of our Mission.**



**All employees  
must help  
keep Trinitas clean.**

**Smoke in designated  
areas only.**

**Misuse of  
hospital resources  
will not be tolerated.**



# TEAMWORK



**Be respectful.**

Know and understand  
your job.

Listen openly and work to  
find positive solutions  
when problems occur.



**All employees are part of  
the Trinitas team,  
working towards the  
common goal of providing  
quality patient care.**

Be flexible -

work together as a team.

**Coordinate services  
using a team approach.**

Value diversity  
among team members.





**Keep appointments as scheduled.**

**WAIT TIME**



**Update customers  
and  
family members  
when delays occur.**

**Offer comfort measures,  
such as reading materials,  
to customers and family  
members as they wait.**

**We strive to provide our customers with prompt  
service, always keeping them informed and making  
them comfortable while they wait.**

# Give `em the Pickle!

- **Service:** Make serving others your number one priority
- **Attitude:** How you act, feel or think show's your disposition & opinion. How you think about the customer is how you will treat them.  
*A shining attitude is contagious!*



# Give `em the Pickle!

- **Consistency:** Customers return because they liked what happened last time. Set high standards and live by them everyday.
- **Teamwork:** Look for ways to make each other look good. What you do impacts each other and impacts the customer

(2008)

