

Creating a Stellar Experience Leads to Loyalty

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Experience

- ▶ Experience is:
 - ▶ Something memorable
 - ▶ Something that is recounted
 - ▶ Something that elicits an emotion
 - ▶ What leads to loyalty or betrayal

More than a physical/in person emotion

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Outline of topics

- ▶ Communication
- ▶ Environment
- ▶ Post Visit
- ▶ Be Intentional

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Communication

- ▶ Phone
 - ▶ How solid is your connection?
 - ▶ How many times does it ring before someone picks up?
 - ▶ Do you have:
 - ▶ A script?
 - ▶ Trained staff?
 - ▶ Smiling voices?

Phones are often your FIRST opportunity to being your patient's EXPERIENCE

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Communication

- ▶ Email
 - ▶ Do you have a mechanism to respond to emails?
 - ▶ HIPAA compliant security
 - ▶ Email blasts and bulletins
 - ▶ Is email passé?

Easily abused but can still be a solid form of communication

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Communication

- ▶ Text
 - ▶ Do you? Why don't you? Don't we all?
 - ▶ Oh, how far we have come!
 - ▶ Double edged sword and often the pit that one falls into
 - ▶ Can your text send:
 - ▶ Automated scripted responses?
 - ▶ AI generated response?
 - ▶ Payment links?
 - ▶ Files, photos, acknowledgements?

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Phone/Email/Text

- ▶ Make a phone call = "It's just easier to explain verbally, I hope to get the answer"
- ▶ Send an email = "I have request, I want to voice it but it can wait"
- ▶ Send a text = "I want an immediate response"

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Environment

- ▶ Office setting
 - ▶ What is the first thing that a patient reacts to when approaching your office?
- ▶ Is it welcoming?
 - ▶ Question: Open or closed concept?
- ▶ Is it up to date?
 - ▶ Question: Can you look at a photo from 5-8 years ago, does it look the same?
- ▶ Is it clean?
 - ▶ Question: Who cleans your floors?

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Environment

- ▶ Waiting room
 - ▶ TV?
 - ▶ Interactive/Educational?
 - ▶ Wifi?
 - ▶ Pods?
 - ▶ Is there one?

Is this the place where people go to rot away?

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Scents

- ▶ Do you?
- ▶ Traditional scents
 - ▶ Candles—burn fast, have to keep them lit
 - ▶ Air fresheners—they all seem to smell the same
 - ▶ Traditional diffusers—weak, not potent enough to last

This has been one of the most impactful changes I have made in years!

Waterless/Vapor Diffusers

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Post Visit

- ▶ Delivery?
- ▶ Transport?
- ▶ Direct ship?

Make it easy!

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Post Visit

- ▶ Who out there is able to "Make it Easy?"
 - ▶ Amazon
 - ▶ WalMart+
 - ▶ "Insta"cart

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Be Intentional

- ▶ Be intentional in:
 - ▶ Hiring
 - ▶ Buying
 - ▶ Action

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Be Intentional

- ▶ In Hiring
 - ▶ Set a standard for what you want to hire
 - ▶ Set that expectation by explicitly describing that to the applicant
 - ▶ Find that person that meshes well with the others on your team

Hire what you WANT not what you NEED

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Be Intentional

- ▶ In Buying
 - ▶ Only work with those companies that will work with YOU
 - ▶ Your standard of service that sets up your EXPERIENCE must be supported by the vendors with which you work
 - ▶ This is the plague of many offices when empowering team members to provide an EXPERIENCE for the customer

It all falls to pieces without the support of vendors

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Be Intentional

- ▶ In Action
 - ▶ Genuine feedback and interaction with your team
 - ▶ Use examples of how to step up and provide an EXPERIENCE
 - ▶ It doesn't always have to be "positive"
 - ▶ Live it out yourself
 - ▶ We now live in an obvious world. Those "understood" things need to be acted out for people these days
 - ▶ That means, you can tell them 100x to do something but unless they see it in action, they don't understand it.

YOUR ACTIONS SPEAK LOUDER THAN YOUR WORDS, MORE THAN EVER

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What is your EXPERIENCE?

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