



# **Achieving Service Excellence, Second Edition (Ache Management)**

*Myron D. Fottler, PhD, Robert C. Ford, Cherrill P. Heaton*

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Information about customer service hits and misses is now more accessible to healthcare consumers. Outstanding healthcare organizations set the bar at a high level for both clinical and service excellence. Customers who are armed with information and aware of their options are choosing providers they believe are ready, willing, and able to provide the superior experience they expect. This book offers a blueprint for successfully competing in today's competitive healthcare marketplace. It presents the theories, methods, and techniques behind delivering an excellent healthcare experience through strategy, staffing, and systems. Each chapter explores a service principle and provides numerous real-world examples and current research findings. Among the many topics discussed are creating a patient-centered environment; building a culture in which customers are treated like guests; training, motivating, and empowering staff; measuring service quality; managing service waits; and recovering from a service failure.

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