

# Recovery's Not Just for Post Op

## *A Guide to Service Recovery*



BAY REGION

## Service Recovery Tools

In order to remedy customer and patient relation problems, the following tools can be used.

- ❖ **1. Service Recovery Care Kits** - Each unit/department has a Service Recovery Care Kit which includes all the tools required for service recovery. It includes policies and procedures, Service Recovery Note Cards, gray chart stickers, "We're Listening" forms, meal tickets, Caught in the Act certificates and other information.
- ❖ **2. Service Recovery Note Cards** - Can be used to apologize for a service failure. They can be used along with meal tickets, reimbursement of lost items or other gestures.
- ❖ **3. Lost Belongings** - Employees are authorized to reimburse a customer up to \$150 for lost belongings. Refer to Security policy #9 - Lost and Found.
- ❖ **4. Gray Chart Process** - If there is a service failure and a customer is dissatisfied, the nurse is authorized to initiate a gray chart. An orange "Reasons for Gray Chart" sticker (NS6489D) will be placed in the inside cover of the chart. The nurse will document the reasons for the gray chart. The gray chart alerts staff that there was a service failure. This is an opportunity to turn a potentially negative situation into a positive one.
- ❖ **5. Meal Tickets** - If a customer or family member is inconvenienced or a procedure is delayed, employees may offer a meal ticket as a means of atonement. Meal tickets can also be used in other situations as needed.
- ❖ **6. Patient Experiences Manager** - If the employee needs additional assistance, the Patient Experiences Manager can be contacted at 894-3828.
- ❖ **7. Cab Voucher** - For use with late discharges when the Courtesy Van and bus system are not available. Can be obtained from the supervisor/manager on duty.

# Service Recovery Process

The simple acronym **H.E.A.R.T.** says it all —  
**H**ear, **E**mpathize, **A**pologize, **R**espond, **T**hank



## H - Hear

- › Listen without interrupting
- › Ask questions to clarify
- › Restate the information provided (“What I’m hearing you say is...”)
- › Use positive nonverbal cues and body language

## E - Empathize

- › Be sensitive to the customer’s experience
- › Be understanding
- › Treat the customer with respect

## A - Apologize

- › Don’t become defensive or shift blame to another
- › An apology is not an admission of guilt. It’s a way of showing concern.
- › It is most effective when delivered in the first person, as in “I am sorry this happened to you. I want to help if I can.”
- › Customer satisfaction increases 10-15% when the apology is genuine, and sounds like it.

## R - Respond

- › Take ownership of the problem
- › Explain why the problem occurred (if appropriate)
- › Outline what you will do to fix the problem, and provide a timeline.
- › If possible, list options for the customer on how to best resolve the issue.
- › If needed, provide atonement (meal tickets, reimbursement of lost items, etc.)

## T - Thank

- › Always end by thanking the customer for sharing his or her concern. (After all, if we don’t know about it, we can’t fix it, and the customer walks away angry.)

