



## **Customer Service and Service Recovery**

AHEART is an acronym designed to aid in the effective execution of service recovery protocols when addressing issues raised by residents, visitors, or family members. It serves as a structured approach to resolving service-related concerns and problems promptly and efficiently. Successful service recovery not only addresses the initial issue but also presents an opportunity to transform a negative experience into a positive one by demonstrating genuine care and commitment to customer satisfaction.

### **Apologize**

- Begin by expressing regret with "I apologize for..."
- Accept responsibility for the situation or emotional impact
- Avoid placing blame on the individual or others

### **Hear**

- Allow the individual to express their thoughts and feelings
- Concentrate on their main concerns and emotions
- Encourage them to discuss the entire issue before suggesting solutions
- Refrain from prematurely jumping into problem-solving

### **Empathize**

- Demonstrate understanding with a comforting tone
- Use phrases that express empathy and understanding
- Ensure your non-verbal cues match your words of empathy

### **Ask**

- Offer another apology for the inconvenience caused
- Ask, "How can I assist in improving this situation?"
- Give them the opportunity to reply

### **Resolve**

- Consent to carry out their suggested solution when possible
- Propose various resolution options for their review
- Finish with "for you" to emphasize tailored service
- Inform your supervisor about the issue subsequently

### **Thank**

- Start with "Thank you for..."
- Acknowledge their courage in bringing up the issue
- Describe how their input helps to improve care for them and others going forward



## **Post Service Recovery Follow-Up**

- Begin by acknowledging and appreciating the customer's feedback. It is important to stay connected with customers even after addressing a service issue to ensure their satisfaction.
- Dedicate time to investigate the problem thoroughly to pinpoint the source of the service issue. This demonstrates a proactive problem-solving mindset.
- If the customer remains dissatisfied after the initial resolution, it may be beneficial to arrange a care conference to further address their concerns and find a more suitable solution.

**Case example:** A resident is out of their prescribed controlled medication. Her son called to report his mom is unhappy she did not receive her medication.

### **Apologize**

Staff person (with a professional demeanor): "I sincerely apologize for the oversight in your mother's medication schedule. Let's work together to address this matter promptly."

### **Hear:**

Son: "My mother did not receive her scheduled Alprazolam at bedtime yesterday."

Staff person (professionally): "Thank you for bringing this to my attention. Let's investigate the situation to ensure it is rectified."

### **Empathize:**

Staff person (showing empathy): "I can imagine how concerning this situation must be for you. Rest assured; we will take the necessary steps to address it promptly."

### **Ask:**

Staff person: "I apologize for the inconvenience. How may I assist you in resolving this issue for your mother?"

### **Resolve:**

Staff person: "To prevent future occurrences, we will implement a protocol to monitor and replenish your mother's medication in a timely manner. Does that sound agreeable to you?"

### **Thank:**

Staff person: "I appreciate your feedback, as it allows us to enhance the quality of care we provide. Thank you for bringing this to our attention."