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“Do We Really Need Customer Service?” (60 – 90 minutes)

NCCR Category: Operations

General/Breakout/Concurrent Sessions

Summary

Customer service is usually a term reserved for business professionals or organizations that provide services for a price. Most EMS providers and services operate on the philosophy that they have no competition and cannot be replaced; therefore, customer service is not a concern. More often than not, the public we serve receives high quality medical care, but we often forget that customer service is an important component of the care we deliver. This presentation demonstrates the need for customer service in an EMS organization, provides information on simple measures that may be taken to improve their customer service, and how to obtain feedback on their performance. James utilizes doses of humor and real-life examples to help emphasize the importance of being customer service oriented.

Objectives

- Define what is customer service
- Explain the rules of quality customer service
- Explain how to improve customer service
- Provide tips to implement a customer service program
- Provide methods to obtain customer feedback