

Hopes, Fears and Benefits

Time needed: 30 - 45 minutes

Instructions

Post three sheets of easel paper around the room. At the top of one, write "Hopes." On another, write "Fears." On the third, write "Benefits."

On a fourth sheet of easel paper, write:

When we ask clients what they think about our services and about us, I hope . . .

When we ask clients what they think about our services and about us, I'm afraid/worried that . . .

I think we should ask clients what they think, because . . .

Point out and read aloud the 3 questions written on the 4th easel paper. Point out the 3 easel papers posted around the room. Ask everyone to grab a marker and to go around the room and answer the three questions on the appropriate easel paper.

After everyone has had a chance to write on all three, ask volunteers to read each one.

Ask: What was it like to answer these questions? Any surprises? Anyone find it reassuring that others have the same concerns?

Point out how clear the benefits are and how encouraging it is that we're all on the same page with this. If any of the following benefits are not listed, add them to the list.

What are the benefits of assessing client satisfaction? You can:

- Identify opportunities for service improvements
- Identify what clients want as opposed to what you or your staff (or your Board of Directors) think they want
- Allocate resources more effectively to meet client priorities by targeting high service priorities and reducing or eliminating services that clients do not value
- Develop proactive responses to emerging client demands, reducing crises and stress for staff and clients
- Provide feedback to front-line staff, management and political leaders about program effectiveness
- Evaluate the achievement of the organization's mandate and even substantiate amendments to the mandate
- Strengthen the strategic planning process
- Evaluate the effectiveness of new program strategies (for example, assess success of newly implemented technologies from the clients' perspective), and
- Validate requests for increased resources to areas in need of improvement.



Wrap up by pointing out that it's absolutely normal for us to be a little worried. It's always scary to ask for feedback, but none of us is in this alone. We're a team and we will address the input we get from clients as a team. This is not about singling people out or "catching" anyone, but about making services better.

What Do You Expect When You're a Client?

Time needed: 30 minutes.

Instructions

Ask: Have any of you ever had an incredibly wonderful customer service experience? Was there ever a time when you were the customer and got really great service? Tell the group they'll get to share their stories in small groups. Divide the group into small discussion groups of 3 - 5 people. Give them about 5 minutes.

Reconvene the full group. Ask for 2-3 stories. As staff share their stories, make short notes on easel paper that capture the essentials of their stories (E.g., "felt really listened to," "they made a mistake, but gave me a discount," "staff went the extra mile," etc.)

Point to the list you've created. **Ask:** What do you think our clients experience here? If our clients were asked to share their wonderful customer service experiences, do you think they'd talk about us? Why or why not?

Hand out the "Customer Service Quiz" (found in the Appendix) and give the group a few minutes to complete it. Then review the answers with the group.⁵

Answers:

True or False

1. The #1 concern of family planning clients when they come to a clinic is high-quality education.

False. Patients evaluate medical care on six dimensions: medical expertise, environment, people skills, systems, efficiency, amenities, and affordability.
2. Over 67% of clients do not return to the clinic because of dissatisfaction with how they were treated.

True. Why do people not return to a health care agency? Write the following reasons on easel paper, leaving the number blank. For each, solicit guesses about the correct percentage, then fill in correct answer.