

# Service Recovery in Health Care

## Eight Steps to Service Recovery



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# Service Recovery

“A measure of a well-managed organization is whether they work hard to plan for, prevent, identify, and correct any and all service failures.”



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## Axioms of Service Recovery

- **Axiom 1:** All customers have basic expectations.
- **Axiom 2:** Successful recovery is psychological as well as physical.
- **Axiom 3:** Work in a spirit of partnership.
- **Axiom 4:** Customers react more strongly to "fairness mistakes" than "honest mistakes".



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## Eight Steps to Service Recovery

1. Anticipate needs
2. Acknowledge and apologize
3. Listen and ask open questions
4. Take ownership and fix the problem quickly and fairly
5. Offer atonement
6. Thank them and follow up
7. Remember your promises
8. Document to foster change



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## STEP 1 – Anticipate Needs



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## STEP 2 – Acknowledge and Apologize



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## STEP 3 – Listen and Ask Open Questions



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## STEP 4 – Take Ownership and Fix the Problem



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## STEP 5 – Offer Atonement

### Atonement (noun)

atone·ment | \ ə- 'tōn-mənt \

### Definition of *atonement*

The act of making amends or giving satisfaction for an offense or injury.



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## STEP 6 – Thank Them and Follow Up

**THANK YOU**  
**FOR BEING**  
**THE MOST AWESOME**  
**CUSTOMER!**



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## STEP 7 – Remember Your Promises

### *CHECKLIST*

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## STEP 8 – Document to Foster Change



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## Things we NEVER Say:

- “I can’t help you with this”
- “This isn’t my problem”
- “It’s against our policy”

Instead try: ***“Let me look into this and see what I can do.”***



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## Summary

- Service recovery is the responsibility of all staff.
- There are step-by-step approaches to recognize, and address problems in real time.
- Service recovery needs to be practiced and embedded in everyday practice.



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