

Service Recovery in Health Care

Embedding Service Recovery Into Everyday Practice



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Objectives

- Discuss best-practices for implementation and embedding service recovery in everyday practice



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Five Foundations for Service Recovery

1. Effective systems for inviting and encouraging customers to complain.
2. Staff skilled in service recovery.
3. Guidelines for staff and latitude to act and atone
4. Clear protocols for handling customer complaints effectively.
5. A documentation and a feedback loop that channels problems revealed through service recovery into an improvement or problem elimination process.



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Seek Input From Customers



Image by [Gerd Altmann](#) from [Pixabay](#)

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Image by Liza Summer from Pexels

Formal Complaint and Grievance Processes



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Staff Need:

- Clarity about their authority and autonomy to act
- Minimal red tape
- Defined courses of action for most frequent complaints
- A clear system of resources and backup systems
- Time and safe space to learn and practice



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Create a Service Recovery Plan



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Implement Your Service Recovery Plan

- Communicate the plan
- Train staff
- PRACTICE, PRACTICE, PRACTICE!
- Observe and coach
- Share specific stories and overall data



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Summary

- Service recovery matters in the health care setting
- Service recovery is the responsibility of all staff
- There are step-by-step approaches to recognize, address, and de-escalate problems in real time
- Service recovery needs to be embedded in everyday practice



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