

Quality Management System Customer Service and Handling Complaints

APHL Quality Management System (QMS) Competency Guidelines

This course will help staff recognize what is required by accrediting bodies for seeking feedback from customers, customer service, and how to address complaints with Process Improvement tools such as root cause analysis and corrective action.

Objectives:

At the end of this learning activity, the participant will be able to:

- Discuss their role in the organization's customer service.
- Explain the "Ten Golden Rules of the Telephone."
- Describe how to respond to customer complaints using corrective action procedures.

Answer the phone with a professional, friendly manner (smile)

Public Health Laboratory Competency Guidelines

This learning activity provides content to support high-level competencies (desired skills or behaviors) for a laboratory professional in the listed domains. Also supports related content areas in the National Laboratory Curriculum Standard Framework.

Communication (COM) domain

COM 1.00 Communication techniques: deploys formal written and oral communication:

- Applies language and tone in oral communications tailored to target audience.
- Selects communication methods tailored to target audience

COM 2.00 Active listening skills: displays active listening skills when interacting with others:

- Provides undivided attention to the other participants in a dialogue.

What is good Customer Service?

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The laboratory must be willing to cooperate with customers

- To clarify requests
- To monitor the laboratory's performance related to the work performed
- To ensure confidentiality of customers

Staff must use good communication skills with customers

- You may have to guide the customer in technical matters, such as opinions, results, interpretations, etc.
- Inform the customer of delays or major deviations in the performance of tests



- Summarizes the dialogue to show understanding.
- Provides feedback based on the dialogue summary.
- Facilitates dialogue exchange through paraphrasing and clarification of critical points.
- Incorporates multiple behaviors of engagement during dialogue exchanges.

COM 4.00 Communication technology utilizes technology to communicate information to internal and external partners:

- Describes employer's policies and procedures for sharing information. Uses designated technology for sharing information.

COM 5.00 Communication professionalism: ensures professionalism in communication with customers and stakeholders:

- Uses tone of voice and language tailored to interactions with customers and stakeholders.
- Displays professional demeanor in all situations with customers and stakeholders.
- Monitors interactions with customers and stakeholders to ensure they are conducted professionally.
- Provides information based on policies and procedures to meet the needs of customers and stakeholders.
- Ensures that information exchange policies, processes, and procedures are followed to meet the needs of the customers and stakeholders.

Informatics (INF) domain

INF 14.00 Customer relationship management: manages customer relationships:

- Describes predefined modules to record customer and staff feedback.
- Describes predefined modules to record laboratory errors and information requests.
- Describes predefined modules that summarize reporting and corrective actions.

Quality Management System (QMS) domain

QMS 2.00 Customer focus: ensures that customer needs, expectations, and requirements are consistently met:

- Responds to internal and external customer inquiries and feedback.
- Adheres to roles and responsibilities in meeting customer needs, expectations, and requirements.

