



Cleveland Clinic
London



Service Excellence Framework

Why was there a need for the Y+U=T framework?

- Private healthcare is becoming **increasingly competitive**, and we need to find ways that CCL can **differentiate** from other private healthcare providers
- Private patient **expectations are increasing**, and we need to meet and **exceed their expectations**
- We attract many patients with our complex surgery, experienced Dr's and excellent clinical outcomes however to **retain business** and for onward referrals we need to ensure our patients have an excellent overall experience. To do this we must remind caregivers that we are a business, and **patients have a choice**, and we would like patients to **choose CCL** as their preferred provider.



What we needed to do to realise the Y+U=T framework

- What truly makes a difference to patients' overall experience is the way we **make them feel on every interaction**.
- We recognised we have **pockets of good**, but the definition of Service Excellence is providing a **consistent level** of excellent customer service, and to exceed patients' expectations
- We had **no framework** to refer to or guide us and this is why we introduced Y+U=T



What we needed to do to realise the Y+U=T framework

- A Survey was sent to caregivers to ask what 'Service Excellence' mean to them and from this, we extracted words to create the framework
- We created the Patient Promises and Principles of Service excellence to set the patients expectations, so they know what to expect when they choose CCL and created the Principles of Service Excellence for caregivers to follow to enable us to fulfil the Patient Promises



What we needed to do to realise the Y+U=T framework

- Introduced [Service Excellence Ambassadors](#) throughout CCL
- Introduced Customer Service accredited training '[World Host](#)' to re-ignite the importance of providing Service Excellence
- Included in [onboarding](#) for new caregivers and to be included in Job Descriptions and Appraisals
- Join [team meetings to](#) work with specific teams in improving Customer Service skills, especially over the phone, and dealing with challenging calls
- [Sit and See Audits](#), to observe and feedback in areas to look for areas of opportunity





Our Patient Promises

Behind every patient there is a story. A story that is rich in history and filled with possibility. It is a privilege to be part of our patients' journey, the more we understand your story the better we are placed to provide a consistent level of service excellence.



Seamless Journey

We will aim to make your journey as easy as possible, before, during and after your visit.



Customised Experience

Everyone is unique. Our goal is to meet and exceed your needs and expectations.



Partner with You

We will collaborate with you and your loved ones, ensuring you feel involved, every step of the way.



Care with Compassion

We will listen to you and support you with empathy, understanding and encouragement.



Principles of Service Excellence

Underpinning the foundation.



Every interaction has positive meaning



Have pride in representing Cleveland Clinic London



Take ownership and be resourceful

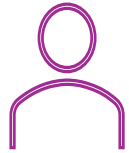


Connect, engage and be curious



**Every interaction is positive
and has meaning**

The smallest of interactions, such as a smile, a warm greeting, or a kind gesture, can have a profound effect on our patient's experience, every interaction is positive, consistently, every time.



**Have pride, you are
professionally representing
CCL**

Take pride and feel satisfied with your contributions, value your efforts to help patients and Go The Extra Mile, support CCL to provide Service Excellence, always.



**Take Ownership and be
resourceful (S.O.S) See it!
Own it! Solve it!**

We may not always get it right, mistakes can happen. It is how we handle them which makes the difference (Service Recovery)
Turn a complaint into a compliment, take ownership and walk the 'why'



**Connect, Engage and be
curious**

Curiosity is the spark that ignites innovation and propels us toward growth. Curiosity gives us the motivation to ask questions, learn, experiment with new ideas and embrace change and builds trust