



# STRATEGIX

## CUSTOMER SERVICE SUMMIT

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*Creating Priceless Patient Loyalty*

Never has there been a more important time to take exceptional care of your patients. It used to be that being a *good* office was enough. Over time, it became necessary to provide *great* care. In this day and age though, *great* is no longer enough. *Differentiation* is now the requirement for you to be known as 'The Dental Practice of Choice'... by both your patients and your team members.

What got you here won't get you there... the Customer Service Summit will have you ready to create exceptional experiences that have your patients raving about your practice! Service is about people-to-people relationships that have a starting point and an ongoing commitment to make patients feel like they are the most important person in the world.

It takes time to examine, reinforce and personalize existing client relationships and to develop new ones. Building a high quality, people-centric practice is more profitable and personally rewarding for everyone involved. The Customer Service Summit provides a powerful opportunity to engage and empower your team to increase your standard of care.

**Why take time out of your already successful practice to learn how to improve your customer service?**

- To leverage your competitive advantage
- To not only retain, but attract great patients to your practice
- To inspire your team to create magical experiences for your patients
- To turn patients into loyal cheerleaders that actively refer everyone they know
- To learn the secret ingredient for building trust with your patients.

*Create a customized process so your team members  
become experts at creating raving fans!*

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## How do you provide customer service that exceeds your patient's expectations?

The Customer Service Summit will enable your team members to repeatedly create magical experiences for your patients.

### During the Summit, you will:

- Learn to use the *Power to Please*
- Discover the art of profound personal service
- Make every patient feel like a welcomed guest
- Use communication that connects
- Partner with your patients to create commitment to their ongoing oral health
- Identify your points of contact
- Collaboratively create a *Patient Service Strategy*
- Create an ongoing feedback system
- Determine how to capitalize on your strengths to become a *Category of One!*

This highly interactive session ensures the creative exchange of ideas, concerns, desires and solutions in a fun, interactive and constructive environment. Getting everyone on board and holding team members accountable will enable you to differentiate your practice in a dramatic way.

This session will provide dental teams with the strategies, practical tools and inspiration needed to turn patients into loyal guests who wouldn't dream of going elsewhere!

*To get your team excited about creating exceptional patient experiences, schedule your Customer Service Summit and watch your bottom line grow!*

For further information on the Customer Service Summit, please contact us at **info@strategix-ltd.com** or **403.686.6136**

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