

SERVICE EXCELLENCE COACH

Key Attributes and Role Outline

COACH ATTRIBUTES

Service Excellence Coaches must exhibit the qualities, characteristics, and values espoused by the organization. These are people who are seen as leaders in the organization, whether formal or informal. They are highly respected and exhibit the behaviors and attitudes promoted by service excellence. They have a passion for excellence and can tactically develop the skills and processes necessary to improve outcomes. All levels of experience and tenure can be successful if the coach is viewed as a genuine and trusted colleague.

OTHER IMPORTANT FACTORS

Subject Matter Expert (SME) for patient experience key strategies and competencies

- These are people who understand the elements of the patient experience and service excellence (e.g., assessment, communication, rounding, first impressions, employee/physician engagement, experience mapping). They are able to explain the why, the how, and the what of each component. They understand how the technique is to be used in many cases. And, they recognize the need to thoroughly understand the approach themselves before offering it to others.

Seen as a leader committed to service excellence

- This group, individually and as a whole, possess an ability to “walk the talk”. They should be both committed to the recommended practices of each component, as well as the processes that create sustainability and accountability. They display a passion for service excellence and the organizational mission.

Ability to build relationships quickly

- Candidates must be able to communicate well with leaders, staff, physicians, and patients, as well as with peers. These are the people in your enterprise who are valued as good listeners. They are also effective with groups and able to speak publicly. They are trusted and are influential such that others want to follow.

Ability to build others' confidence

- Not only are these people confident, they are able to provide an atmosphere of psychological safety so that others build their skills as confidence as well. They offer praise and recognition appropriately to build others' esteem and feel of value.

Ability to coach to, support growth in, and offer feedback for the use of patient experience techniques

- Not only must these people act as SMEs for each of key patient experience components, they must learn coaching skills to support the SE growth of their colleagues. This requires an ability, across roles, to offer recognition, deliver feedback appropriately, and understand how to help others build their effective use of each component. They must



also be able to accurately use a rubric for validation of progress that includes rich narrative and qualitative feedback designed to support growth.

Organizational Skills

- Regardless of role, they are people who are organized in their approach. They are able to appropriately prepare presentations, build a patient experience strategy/plan, coach individually using prepared materials, capture feedback, and report out to the senior team.

SAMPLE EVALUATIONS TOOL FOR SELLING SERVICE EXCELLENCE COACHIES

Candidate Name: _____

Job Role: _____

Facility: _____

Greatest Sources of Strength:

- 1.
- 2.
- 3.

Greatest Areas of Concern or Development:

- 1.
- 2.
- 3.

Characteristics	Scale				
	Expert	Solid Performer	Average	Needs Development	Poor Fit
	5	4	3	2	1
SME for 4 Components					
Commitment to Service Excellence					
Relationship Building					
Confidence Building in Others					
Coaching, Support, Feedback Skills					
Organizational Skills					



SAMPLE ROLE DESCRIPTION

Reports to _____

Serves as expert resource for Patient Experience

- Expert in understanding the importance of patient experience techniques, competencies and processes. They also understand the processes that support successful and sustainable components (such as monthly / quarterly metrics, gathering stories illustrating service excellence, and scouting report/ stop light reports/ rounding logs/ schedules/ quarterly focus areas for the patient experience)
- Ability to build and connect a patient experience strategy with milestones to monitor effort towards outcomes
- Assists teams and individuals with creating action plans to meet optimal practice, achieve outcomes and continually evolve
- Identifying patient experience priorities using data and comments
- Serves as Primary Coach to individual senior leaders, leaders, staff and physicians who desire to improve their facility's SE outcomes
- Teach essential skills and competencies and validate adoption as needed (e.g., orientation, refreshers)
- Provides Service Excellence Steering Team and key stakeholders with quarterly/bi-annual update presentations/best practices
- Reviews accountability measures for assigned facilities minimum _____
- Makes recommendations to the Senior Team on observations to continually improve service outcomes

