

Differentiate Your Practice - Creating A Magical Experience

1 Hour ABO

General Knowledge

Michael Gatti, ABOC, NCLEC, LDO

Intended for opticians, Dr's and staff.

Course Description

The growing success of large retail establishments can be a burden on your practice. The journey of the patient starts before they ever step foot in your office. This course will help you differentiate yourself from the competition and create a magical experience for your patients.

Course Objectives

- Explore how successful companies create a magical experience.
- Identify key ideas which we can use in your practice.
- Create a magical experience within your practice.

Course Outline

1. Introduction (5 min)
 - a. Course Objectives
2. Discuss the many choices patients have when buying eyewear (10 min)
 - a. Define capture rate
 - i. Discuss industry averages
 - ii. Why and how you should measure it
3. Discuss how extremely successful companies maintain success (20 min)
 - a. Explore customer interactions
 - i. Focus on tone and delivery to make a difference
 - ii. Understand their perspective and why they are asking the question
 - b. Do not operate in a bubble
 - i. Importance of increased communication
 - ii. Importance of working on the floor
 - iii. Learn from the customers point of view
 - c. Discuss how to optimize the mundane
 - i. Pay strict attention to details
 1. Provide examples of large successful companies optimizing the mundane

- d. Provide a real world, relatable, example of a large company creating a magical experience
- 4. Interpret the key points we learned above and discuss how they can be used in your office (10 min)
 - a. Customer Interaction
 - b. Customer Point of View
 - c. Attention to Detail
- 5. Focus on the journey of the patient (10 min)
 - a. From pre-welcome to follow up
 - i. The experience begins at pre-welcome
 - 1. Before the patient ever sets foot in the office
 - ii. Define the difference between active listening and hearing
 - 1. Demonstration to highlight the difference
 - iii. Discuss how the various roles in the office can help create a magical experience
 - 1. Receptionist
 - 2. Technician
 - 3. Dr
 - 4. Optician
 - iv. How do we continue the experience after the patient leaves the office
 - b. How do we make glasses feel like a souvenir
- 6. Closing Summary & Questions (5 min)