An Invisible Man
Meets the Mummy
Healthcare Version

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INTRODUCTION

Who is the Mummy?

Maybe it’s you. Think about it—you’re often wrapped in red tape, inflexible and unable, despite your best efforts, to give the kind of service you want to give to patients, physicians, or your fellow workers. You are the Mummy! And your problems are only compounded when you are confronted with an Invisible Man (or Woman)—the Customer who needs your service.

In AN INVISIBLE MAN MEETS THE MUMMY, CRM explores the complex relationship between employees and their sometimes-invisible customer, whether they are “external” as in the case of the patient, or “internal” such as a worker in another department or location.

Along with the Training Designs in this comprehensive Leader’s Guide, the video will help viewers to clearly focus on their own goals through the sometimes-confining bureaucratic red tape, and to be better able to offer superior service. As a result, the Invisible Customer will begin to materialize once and for all, leading to a new relationship between service providers and their customers, both within and outside of their organizations.

Kirby Timmons, Creative Director for CRM Films
BACKGROUND

Were the good old days really that good? Were simpler times ever that simple? At the very least, we know that organizations were smaller with fewer layers of bureaucracy.

As the size of our organizations have expanded, so have the rules and regulations. Originally, bureaucratic rules were instituted to ensure equal, impartial treatment for all. And for a while, the proverbial red tape worked to preserve equality, safety, quality and eradicate corruption. But times have changed, and the red tape that once served to protect patients and employees, now stifles the intelligence and initiative of workers and creates redundancy and increased healthcare costs. It’s no small wonder that bureaucracy has grown immensely; but as we learned from the dinosaurs, bigger isn’t always better.

It isn’t just workers who are strangled by red tape: the web of internal and external regulation affects consumers, too. And it’s critical to remember that everyone, no matter what their capacity, is also a consumer of someone else’s goods or services. People in administration at the power company (or wherever) rely on the phone company, automobile service, and the bank. And the chain goes on and on. So the customer serviced today could be the service provider the individual frequents tomorrow.

Most employees are caring individuals who utilize their talent, ingenuity and effort in myriad ways for the good of the system. But who do they serve? The patient/community or their supervisor? Whoever the individual may be, they serve their “customer.” While front line workers may have a clear-cut image of their “external” customer, what about the manager or support department staff who no longer faces the public across their desk? They also have customers—“internal” customers—a sometimes-invisible man or woman.

An internal customer is defined as someone “within your organization who needs what you make or do in order to do their own job.” This can be the supervisor, lab aide, unit clerk, or supply technician. But remember: the external customer also needs what you make or do, in order to improve their lives or do their job; the only difference is, they come from outside the organization.
SUGGESTED TRAINING DESIGNS

The Training Designs in this Leader’s Guide will reinforce the ideas regarding customer service outlined in the video AN INVISIBLE MAN MEETS THE MUMMY. Training Design 1 is targeted for service providers who deal with external customers whether they are the general public or from outside the organization. Training Design 2 focuses on employees who service internal customers—either fellow team members or customers who work in different capacities within the same department or organization.

Either Training Design can be adapted to service providers for external or internal customers. In adapting these designs to your own use, take into account the experience, size and objectives of your group, in addition to the type of customers they service.

OBJECTIVES

After viewing the video, AN INVISIBLE MAN MEETS THE MUMMY, and participating in the Training Designs in this Leader’s Guide, participants should be able to:

- Identify their customers, whether internal, external or both.
- Understand how red tape can hamstring customer service efforts and undermine the effectiveness of everyone in the organization.
- Practice the eight steps of good customer service.
  - Identify Your Customers
  - Determine Your Customers’ Needs
  - Make A Plan
  - Carry Out The Plan
  - Show The Right Attitude
  - Follow Up
  - Measure Your Progress
  - Be A Good Customer
THE EXTERNAL CUSTOMER

(Materials needed: flip chart, marking pens)

1. Introduce the workshop and ask participants to describe their most frustrating customer service experience. (15 min.)

2. Have the participants complete Worksheet 1, ATTITUDE EVALUATION. (10 min.)

3. Show the video AN INVISIBLE MAN MEETS THE MUMMY. (20 min.)

4. Have the group discuss one or more of the Discussion Questions. Questions 8 or 9 will be particularly appropriate at this time. (10 min.)

5. Summarize by reviewing the principles from the video, writing them on the flip chart and discussing each one with the group. (15 min.)

   - Identify Your Customers
   - Determine Your Customers’ Needs
   - Make A Plan
   - Carry Out The Plan
   - Show The Right Attitude
   - Follow Up
   - Measure Your Progress
   - Be A Good Customer
THE INTERNAL CUSTOMER

(Materials needed: flip chart, marking pens)

1. Ask participants to share one example of what the expression “customer service” means to them. Introduce the workshop as a means of learning more about customer service as it applies to people who work within their own organization. (15 min.)

2. Choose one or more Discussion Questions and discuss them as a group. Questions 4 or 5 will be particularly appropriate at this time. (15 min.)

3. Ask participants to identify their internal customers (i.e. the accounting department, nurses, medical records, surgery). List these on the flip chart. (15 minutes)

4. Ask participants to complete Worksheet I, ATTITUDE EVALUATION. (10 min.)

5. Show the video AN INVISIBLE MAN MEETS THE MUMMY. (20 min.)

6. Return to the list of customers on the flip chart. Do participants now have any additions to the list? Discuss why the group didn’t consider these customers the first time. (10 min.)

7. Either as a single large group or in smaller groups of three to five, have the participants discuss one of the Discussion Questions. Questions 5, 6, 7 or 8 will be particularly appropriate at this time. (20 min.)
Summarize by reviewing the principles from the video, **AN INVISIBLE MAN MEETS THE MUMMY**, writing them on the flip chart and discussing each one with the group. (15 min.)

- Identify Your Customers
- Determine Your Customers’ Needs
- Make A Plan
- Carry Out The Plan
- Show The Right Attitude
- Follow Up
- Measure Your Progress
- Be A Good Customer

Ask the participants to complete **Worksheet II. DO YOU KNOW WHAT YOUR CUSTOMERS REALLY WANT?** (25 min.)

If the group is large enough, ask participants to form different groups and assign principles from the video to each group. Have them compile the results of **Worksheet II. DO YOU KNOW WHAT YOUR CUSTOMERS REALLY WANT?** as it pertains to their assigned principle(s). (15 min.)

Using the flip chart, have a representative of each small group share the principles they created. If the group did not divide into smaller groups, ask participants to share the results from **Worksheet II. DO YOU KNOW WHAT YOUR CUSTOMERS REALLY WANT?** and write those results on the flip chart. (20 min.)
Worksheet III

A PERFECT WORLD OF SERVICE

Because of the demands of our jobs, it’s very easy to get caught up in “doing” all the time. But sometimes it’s helpful to take a step back and look at the big picture. The following questions ask you to reflect on what it’s like for your customers “in the real world” where things can and do go wrong.

After you’ve put yourself in your customers’ shoes as they are “in the real world,” the second set of questions asks you to imagine how things could be for your customers “in a perfect world.” By thinking about the gap between the present reality and an imaginary, perfect world, you can gain insight into what tangible changes you could make to improve your customer service.

THE REAL WORLD

1. Who uses what you do or make? Rather than listing the names of individuals, indicate the functions that require your goods or services. ____________________________________________
   ____________________________________________
   ____________________________________________

2. In the real world, list the steps a customer would go through to obtain your goods or services. ____________________________________________
   ____________________________________________
   ____________________________________________
   ____________________________________________

3. In the real world, what sometimes goes wrong for the customer trying to use your goods or services? You can either outline a problem that happened in your area recently or imagine a major SNAFU (situation normal, all fouled up) to outline what it would be like if everything went wrong for some hapless customer. ____________________________________________
   ____________________________________________
   ____________________________________________
   ____________________________________________
In a Perfect World

If this were a perfect world, what would it look like when your customer tries to obtain goods or services from you? Describe everything that would happen from the customer’s first intention to use your goods or services through the completion of the customer’s mission.

If a customer tries to obtain your goods or services, are they more likely to find a perfect world of service or a major SNAFU? Can you identify any reasons why customers experience a SNAFU more than something close to a perfect world of service?

List 3 things you might change to make your customers’ experiences closer to perfect?
Materials Included With *An Invisible Man Meets the Mummy, Healthcare Version*

The workshop designed to accompany the video-based program is a flexible, yet comprehensive half-day training design. The workshop kit includes all the materials you'll need to run the program:

- The **DVD** of *An Invisible Man Meets the Mummy Healthcare Version* provides the theory and examples to illustrate the workshop topics. Take a lighthearted look at the rights and wrongs of customer service in the healthcare industry. It shows that everyone has customers -- internal, external or both -- and there’s no place to hide from them, not even in red tape. The DVD is closed-captioned.

- The **Leader’s Guide** provides step-by-step instructions for introducing activities, leading discussions, and making transitions between the video, group discussions, and exercises. Two complete training designs are included, and offer options to help you shorten or lengthen your workshop with additional activities and discussions, as desired.

- The **Participant Workbook** contains the worksheets for the suggested exercises in the Leader’s Guide. Participants work through evaluating their attitude, knowing what customers really want, and the world of service.
Program Information and Pricing

Purchase Price: $595.00
Rental Price: $225.00  *(does not include participant materials)*
Preview Price: Free
Running Time: 20 minutes
Materials included with purchase: DVD, Leader’s Guide, sample Participant Workbook

Quantity Pricing Discounts

*An Invisible Man Meets the Mummy, Healthcare Version Program*

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