



Providing Value to Your Clients

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Overview

Value can be one of the most over-looked but important aspects of any business.

How do we define value?

Known as “Customer Perceived Value,” value is the difference between a prospective customer’s evaluation of the benefits and costs of one product when compared with others.

More simply, it’s added incentive and the reason your clients will keep returning.

Assessing Value

There are two stages at which customers assess value:

- Before their purchase of a product or service
- After their purchase of a product or service

Defining Core Values

By defining core values for your practice (the underlying ethics, moral, and business beliefs of your practice) you can begin to better understand what drives value for your clients.

Having hospital core values in place not only helps unify your team, but also aligns your clients with your goals.

The Three P’s

We next have to understand what specifically drives value for our clients. I believe in looking at the three P’s when assessing and creating value:

- People
- Process
- Product

Initial Contact

Providing exceptional value starts before a client even makes contact with your practice.

What kind of impact does your practice make before a client calls to schedule an appointment? Once a client makes contact with your practice, the people come into play. Who are they connecting with?

Customers generally want 4 things:

1. Friendly, caring service
2. Flexibility
3. Problem solving
4. Recovery from mistakes

Receiving Your Services

Next is the process. This is defined as the ease of receiving your services.

Do you have special amenities for your clients while they are visiting your clinic? Do you offer behind-the-scenes tours?

Product

And lastly is the product, which is defined here as the actual delivery of your services.

Were your services as expected? Did you meet or even go above and beyond the client's expectations?

It's also important to remember that you have means by which to keep value ongoing with your clients –even when they are not in your practice. Blogs and social media are a great way to not only keep your clients in touch with you, but to also keep them informed of important health related topics for their pets.

When taking a deeper look at your people, process, and product, you can start to see areas in which you already excel and areas in which you would like to grow. By doing this, you will create greater value for your clients and keep them returning.