

Delivering Good, Old Fashioned Customer Service



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Author: Karri Thurman, RN
EHR Support Specialist

The Lost Art of Customer Service

There has never been a time in history where information and services have been so readily available. We have become a society of instant transactions, microchips, smart phones, and voice commands for everything to accessing virtual worlds to ordering toilet paper. Most people have become accustomed to speeding along the *Information Highway* with less and less personal interaction. In most cases, technology is a way to save time and increase efficiency. However, there remains one realm where high-tech may not equal quality—Customer Service.

We have all had numerous experiences trying to reach Customer Support and we are subjected to the seemingly endless loop of automated options:

Please Press 1 for Main Menu,

Please Press 2 if you are needing assistance with a product,

Please Press 3 to speak with someone in our service department...

...only to press 3 to be met with, “Currently, all of our service representatives are busy assisting other customers, please hold. Your current wait time is approximately 47 minutes.” It has almost become the norm in accessing support services in nearly every industry. Although BlueStrata EHR offers high tech product, our approach to Customer Service is built on old fashioned principles.

The concept is simple; BlueStrata keeps the *human factor* in supporting our customers. We understand that providing quality health care to residents is a service that operates 24 hours a day 7 days a week. BlueStrata’s 24 hour Support team is committed to ensuring that caregivers using our system have the EHR support needed to provide optimal care and we recognize that care extends far beyond regular business hours.

Real-Life Examples

There are many reasons that customers reach out to BlueStrata for support. Some of the real-life examples of how BlueStrata Customer Support answered the call when needed:

- Ella, a new nurse at the facility, was working the night shift. Although she was familiar with the BlueStrata EHR system, her duties had never called for her to complete an Admission, as most Admissions arrived on the Day or Evening shift. When a transportation issue delayed a new resident's arrival to the facility, Ella found herself faced with what seemed like a monumental task and she wasn't sure where to start. Being the only nurse at the facility, she called the BlueStrata Support number and was patched to the on-call clinical support representative, KT. Ella quickly relayed the situation and admitted quite honestly, "I have no idea where to even start." KT provided reassurance and remained on the phone with Ella, walking her through each step to get the new resident entered into the system. Before ending the call, Ella expressed her sincere gratitude, "Thank you so much for walking me through the admission. I wasn't sure how I was going to pass his meds or do anything tonight."
- Kathy was working the evening shift and started her bedtime med pass, when she realized that the new resident was not showing up on the eMAR for the medication pass. She knew that he received medication at bedtime and wasn't understanding why he wasn't showing up. While attempting to look at his physician orders in BlueStrata, she was unable to find him in the system. Kathy was certain that the previous shift had completed the admission and was worried everything had been lost in cyber space. Kathy's call to Customer Support was fielded by RT. RT was able to quickly determine the admission date had inadvertently been entered for the following day, thus making the resident's data unavailable in the system. RT assisted in correcting the admission date and Kathy was able to access her resident's information and resume providing care to all the residents entrusted to her care.

Commitment to Serving the Customer

The tech world is constantly evolving and BlueStrata is committed to providing quality electronic health record software. BlueStrata is just as committed to providing a personal touch to the customer service needs of our clients. Change is inevitable, but there are some things that are just done better the old-fashioned way and BlueStrata believes Customer Service is one of those things—*real* people, providing *actual* solutions, *whenever* the need arises.