

Giving great service



Create a friendly, polite atmosphere

1

Smile at your client. Try to use the client's name if you know it. Introduce yourself. Be friendly. Avoid showing any signs of boredom, impatience or dissatisfaction with your workplace, co-workers, or with the client.

Provide the service requested

3

Help the client to the service, product, or advice they want. Give any assistance or guidance required. Follow pharmacy procedures and any regulations that apply to the product, service, or the client group.

Follow up

5

When you next see the client, ask whether the advice or the product worked as expected. They'll appreciate your follow-up and will feel that their experience was important to you.

Use your time well

7

Knowing how much time to take with a client is essential. Every client is different. They don't want to be dealt with too quickly, nor do they want their time wasted.

Listen carefully and check you understand

2

This is probably the single greatest thing you can do to prevent a problem later on. You need to repeat and confirm the information the client has given you.

Keep to what is agreed

4

If something happens and you see the client is not going to receive the service (for example, a prescription) at the time agreed, tell them immediately. People don't like not being told of any change. If you keep them updated, then their expectations are managed.

Refer people when necessary

6

When you can't help your client, ask someone who can help them. Regulations and pharmacy procedures may restrict what you're allowed to do or sell, or perhaps you just don't know the answer. Be open, tell the client, and then seek appropriate help.

Help educate clients

8

You can help yourself by educating clients. This might mean giving them a simple explanation of a form or procedure. Some pharmacies have brochures that explain the services on offer.