



What is your level of job satisfaction?

By Julie Parker

In my last article, I asked the question, *What is the level of your customer service?* I detailed the four levels of customer service that I have identified, being...

1. Unacceptable. Patients complain to the practice, online and/or to friends and family about how terrible the customer is;
2. Basic. Patients are not so upset that they complain, but they are unlikely to return to your practice;
3. Anticipated. Patients are satisfied with your service and are likely to return; and
4. Unanticipated. Patients are so surprised and delighted by your service that they actively seek out your business, post online reviews and call friends and family to sing your praises.

I mention these four levels of customer service because it directly relates to the question I ask in this article: *What is your level of job satisfaction?*

You see, it has been my experience that my level of job satisfaction increased as I increased the level of customer service that I delivered.

Imagine the employee who delivers unacceptable customer service. They display behaviour that will likely get them fired. Are they happy with their job? No. They are typically resentful that they even have to show up.

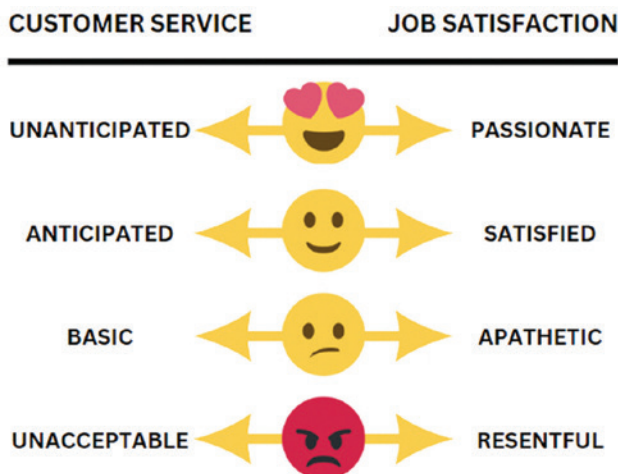
At the level of basic customer service, the employee does just enough to avoid getting fired. There is not a lot of enthusiasm and no care or concern on whether a good or bad impression is being made. This employee would have quite an apathetic approach to the job, not caring one way or the other.

It's not surprising that job satisfaction is achieved when anticipated customer service is delivered. An employee's performance at this level is one where there is clear pride in their work, the practice superiors are happy with their efforts and the employee feels they're an integral part of the team. And, of course, patients leave happy because it's obvious that the employee enjoys helping them.

Whatever role I fulfilled, I had always been a happy employee and enjoyed working in dental practices. However, it was when I was delivering unanticipated customer service that I became passionate about work. I would wake up excited to go to work and leave at the end of each day feeling like I made a difference, to the team as well as to the patients.

Unanticipated customer service is providing patients with an experience that exceeds what they would normally expect. And, it turns out, the employee gains the same positive outcome. They start enjoying their work more than they ever expected to.

Feeling passionate about your work is no accident. It's fostered within yourself. Find the meaning and purpose to your work and it will energise you.



Australasia's Passion Provocateur and Julie Parker Practice Success Co-Founder, Charles Kovess, is the world's expert on passion. Charles has shared the following powerful benefits of being passionate about work. The benefits are:

- Feel significant, that work is of importance and valued;
- Able to build a great team through effective leadership;
- Constant availability of high energy;
- Able to build great relationships;
- Able to take risks that lead to progress;
- Able to overcome fear to make the necessary mistakes to grow;
- Able to learn to love change - Work is always interesting;
- Able to clarify personal goals leading to personal power;
- Able to clarify a compelling vision for the future that fuels energy flow;
- Keen to act with integrity;
- Highly effective influencing skills;
- Able to love whatever happens each day; and
- Able to love work even when things go bad.

This is an exceedingly enjoyable way to live life. Work is not a grind. Work is a gift. So, help your team members appreciate the value of delivering the unanticipated level of customer service, and watch your practice achieve unanticipated speed of progress.

About the author

Julie Parker Practice Success provides dental teams with coaching and training so they can work together and achieve successful outcomes for their dental practice. For more information, please contact Julie on 0407-657-729 or julie@julieparkerpracticesuccess.com.au