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L CARE

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■ *A monthly publication for the caring employees of Union Hospital Health Group*

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Excerpt from Customer Love by Mac Anderson

The 10 most important words:

“I apologize for our mistake. Let me make it right.”

When something goes wrong, most people merely want to be heard and acknowledged. So listen, apologize, then ask what you can do to make it right.

The 9 most important words:

“Thank you for your business. Please come back again.”

Repeat customers cost less than new customers and are often more loyal.

The 8 most important words:

“I’m not sure, but I will find out.”

It’s ok if you don’t know the answer. It’s not ok to make the customer keep searching for it. That’s your job.

The 7 most important words:

“What else can I do for you?”

Be prepared to go the extra mile. There is less competition there.

The 6 most important words:

“What is most convenient for you?”

Your customers will be pleasantly surprised when you ask what’s convenient for them.

The 5 most important words:

“How may I serve you?”

This question reinforces your role in the relationship. Play that role the best you can.

The 4 most important words:

“How did we do?”

Feedback is critical! Your customers have a unique perspective and they appreciate being asked.

The 3 most important words:

“Glad you’re here!”

Customers who feel welcome spend more time, more money and are more likely to return.

The 2 most important words:

“Thank you.”



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Basic mannerí but how often do you get thanked when you're the customer?

The MOST important word:

“Yes.”

Become a yes person.

(I realize that these were generated from a business stand-point but feel there is much here we could use in the coming year as we deal with our customersí .)

Department Operations

Office Hours: 7:00 am ó 3:30 pm

Office Phone: 812-238-7628

Evenings/Weekends: Dial 00

Ask the operator to page the Chaplain's Office.

Upcoming Events

January 12 ó Move-in Day

Quote of the Month

In times of difficulty you may feel that your problems will go on and on, but they won't. Every mountain has a top. Every problem has a life span. The question is, Who is going to give in first: the frustration or you?

Rev. Robert Schuller

Editor's Note

Contact Neva McFarland at the Chaplain's Office for any comments or additions. 238-7628.

Primary Sacred Times –

January 1 – New Year's Day

6 – Epiphany – Christian commemoration of the manifestations of the divine nature of Jesus Christ. The homage of the magi to the infant Jesus is honored by some. For others the Baptism of Jesus is the remembered event.

14 – Maghi – Sikh commemoration of a battle in which forty Sikhs died for Guru Gobindh Singh Ji.

17 – World Religion Day – Baha'i sponsored day dedicated to the unity and oneness of all world religions.

20 – Vasant Panchami – Hindu celebration dedicated to Saraswati, goddess of learning.

24 – Triodion begins – Orthodox Christian time period leading up to Lent. The liturgy involves hymns, odes, and scriptures.

30 – February 1 – Mahayana New Year – Buddhist

30 – Tu B'shvat – Jewish celebration of the coming of spring by preparation of foods native to Israel. It is also known as "New Year for Trees" ó a method for determining the age of trees for tithing purposes.



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Union Hospital Chaplain's Office ó making a difference in the Wabash Valley