

DADT TWO
GADI IWO



What are you grateful for?

Tell us something you are grateful for in **your** dental practice.



**LIST ALL OF THE ALTERNATIVE
USES OF A TOOTHBRUSH,
BESIDES BRUSHING YOUR TEETH!**

02 00 00



EXPECTATIONS

RAISE YOUR HAND...

If you are responsible, for any part
of the **patient's experience.**



“

People will forget what you said.
people will forget what you did.

**But people will never forget how
you made them feel**

”

“

Patients will forget what you
said, they'll forget the dentistry
but they will never forget how
you made them feel

”

How important is the **customer experience** and what impact can it have?



73%

of companies that have
a reputation for **good customer
experience outperform their
competitors financially.**

A memorable,
friendly customer
experience
causes

73%

.....
of customers
to stick with
that brand in
the future.



86%

of customers report that
they're **happy to pay more**
when they receive good
customer service.



**THANK
YOU!**



96%

of customers say that their
experience is the key factor
in their **loyalty to a brand.**

How important is the **customer experience** and what impact can it have?

BUSINESS HAS ONLY TWO FUNCTIONS:





EXERCISE TIME

EXPECTATIONS



THE IDEAL JOURNEY

When your **expectations**
are totally met



What needs to happen in
order for your **expectations**
to be met?

05 0000



BRIEF ONE

MCR – AMS

MANCHESTER

AMSTERDAM

-
- Simple bag drop
 - Book a seat
 - No free food
 - On time
 - Clean plane

BRIEF TWO

LHR – LAX

HEATHROW

LOS ANGELES

-
- | | |
|----------------------|---------------|
| • Chauffeur | • Large seat |
| • Priority check in | • Goody bag |
| • Fast security | • Flat bed |
| • Lounge + amenities | • Food & wine |
| • Boarding first | • Massage |
| • Mattress topper | |

EXPECTATIONS

EXCEEDING

EXPECTATIONS

EXCEEDING

EXPECTATIONS

INNOVATION



EXCEEDING EXPECTATIONS = **MEMORABLE MOMENTS** = STORIES

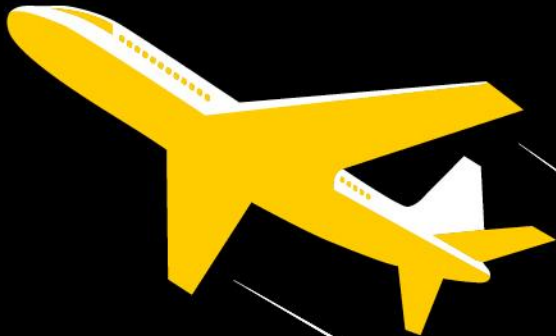
MEETING '**BEST SCENARIO**' EXPECTATIONS = **CONTENT PATIENT**

NOT MEETING EXPECTATIONS = **MEMORABLE MOMENTS** = STORIES



TOUCHPOINTS

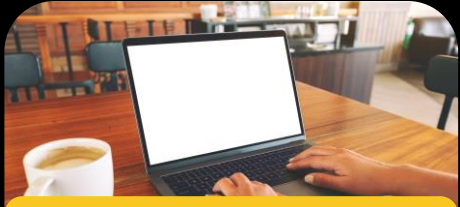
Any moment that an organisation
interacts with a **customer or potential
customer at any time**



RAISE YOUR HAND...

TOUCHPOINTS OF A FLIGHT

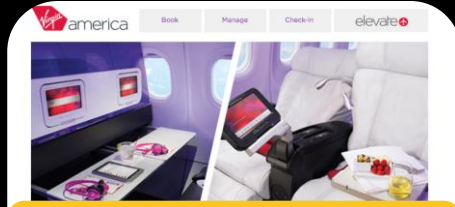




Research



Booking



Confirmation



Check in



Virgin Atlantic business class

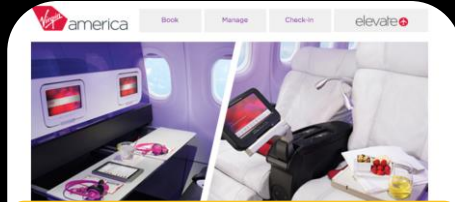




Research



Booking



Confirmation



Check in



Lounge





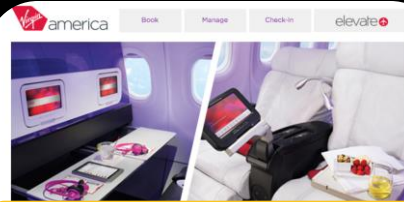




Research



Booking



Confirmation



Check in



Lounge



Safety demo



Boarding

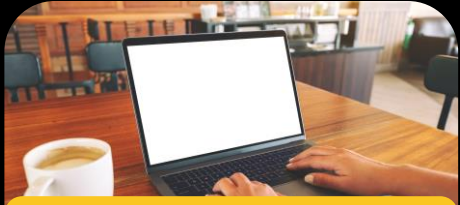


EXCEEDING EXPECTATIONS = **MEMORABLE MOMENTS** = STORIES

MEETING '**BEST SCENARIO**' EXPECTATIONS = **CONTENT PATIENT**

NOT MEETING EXPECTATIONS = **MEMORABLE MOMENTS** = STORIES

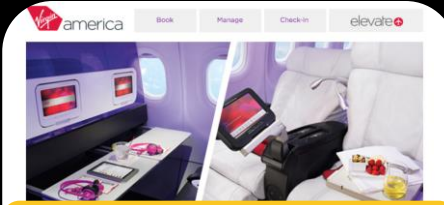




Research



Booking



Confirmation



Check in



Lounge



Take-off



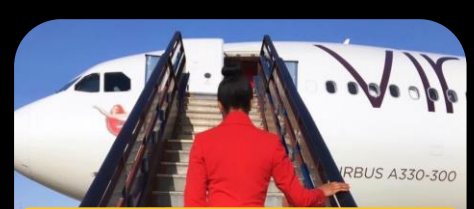
**Captain's
announcement**



Pre-flight



Safety demo



Boarding



In-flight

WELCOME BACK TO EASYJET BISTRO!

easyJet

- We are temporarily not accepting cash payments on board. So please be prepared to pay using card. You can now spend up to £45/50€/80CHF using contactless payment.
- There may be limited availability of some products on board and we are currently unable to offer any fresh food, hot beverages or Boutique items but we are working to bring these back for you soon. Please ask your crew for any further information.



PRINGLES DEAL

PRINGLES &
SOFT DRINK*
£4 / 5€

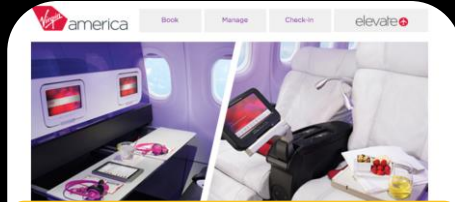




Research



Booking



Confirmation



Check in



Lounge



Take-off



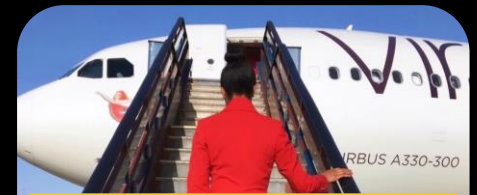
**Captain's
announcement**



Pre-flight



Safety demo



Boarding



In-flight



Disembark



**Passport
control**



How did we do?



Turbulence

05 00 00

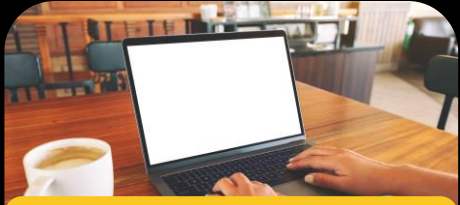
How can you **create stories**
and **magical moments** at the touchpoints of



**A £10,000
TREATMENT PLAN**



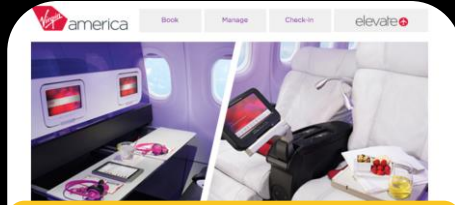
**A DENTAL
HEALTH CHECK**



Research



Booking



Confirmation



Check in



Lounge



Take-off



**Captain's
announcement**



Pre-flight



Safety demo



Boarding



In-flight



Disembark



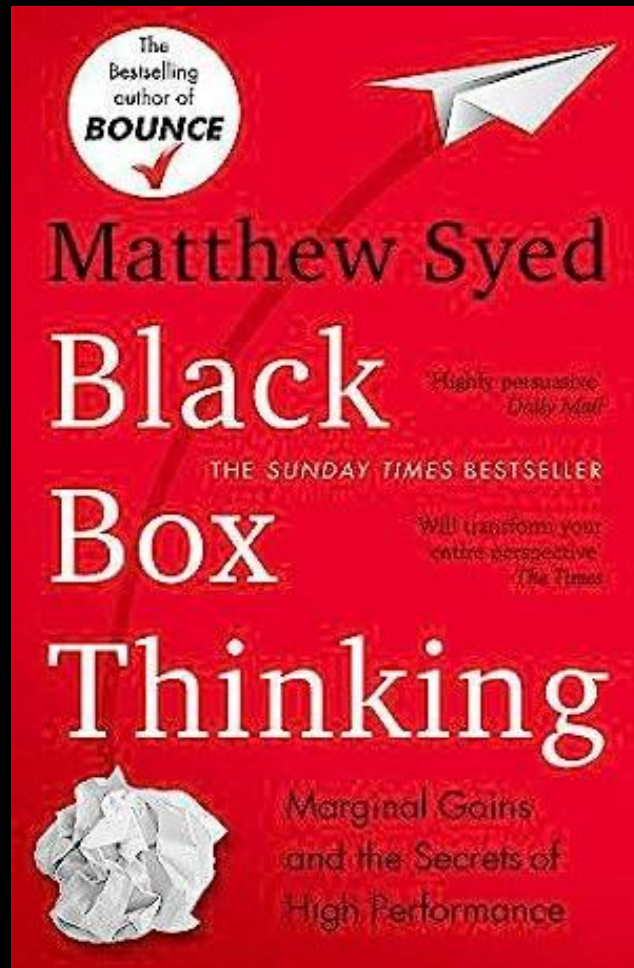
**Passport
control**



How did we do?



Turbulence



RISKS

Number of flights in 2013 – **54 million**

Number of aviation deaths in 2013 – **250**

Over **250,000 deaths a year** in the USA
alone from iatrogenic causes

The risk of dying in hospitals is **1 in 300**

The risk of dying on a plane is **1 in 10 million**

Number of flights in 1993

25 MILLION



Number of deaths

450

Number of flights in 2013

54 MILLION



Number of deaths

250

PRINCIPLES OF BLACK BOX THINKING



Don't wait for
a **catastrophe**

Don't wait to
search for the
black box

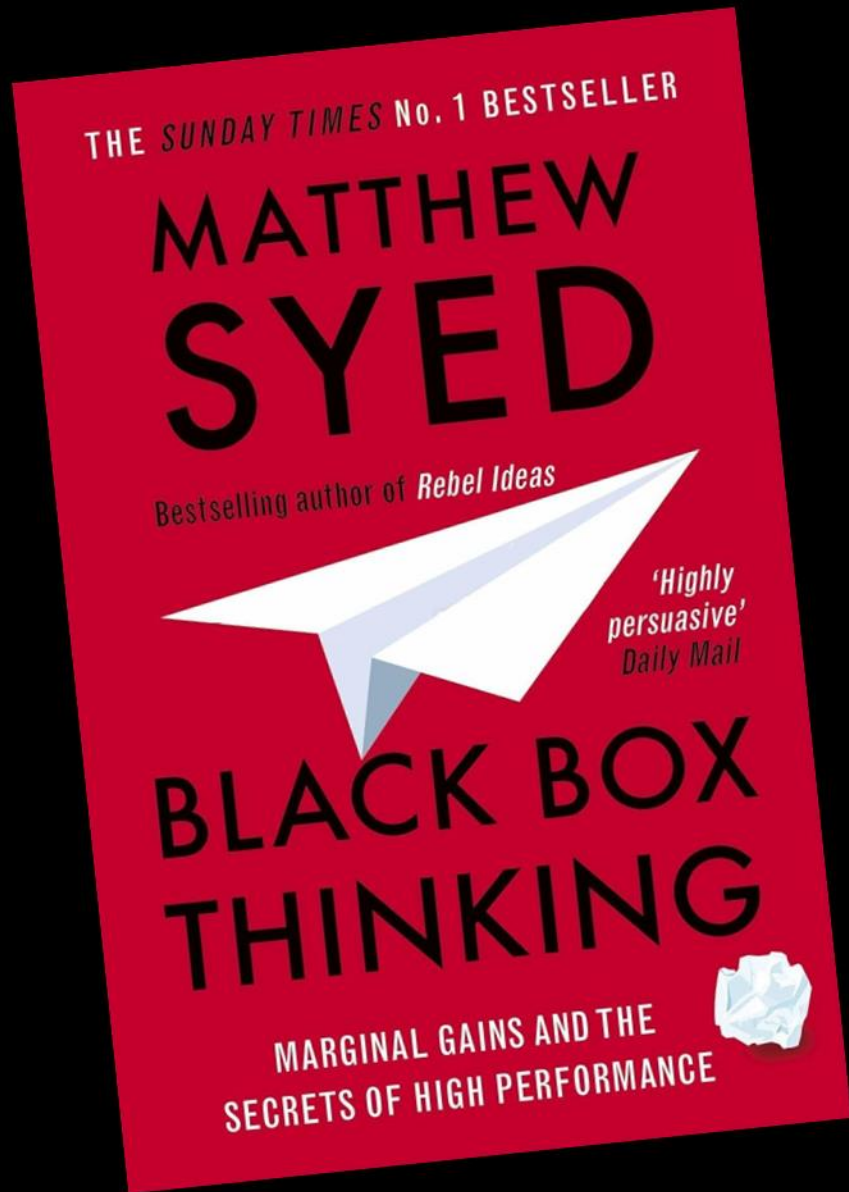




Bonus

CANI

**CONSTANT
AND
NEVER-ENDING
IMPROVEMENT**



There's no such
thing as failure it's
simply feedback

THE CHECKLIST MANIFESTO

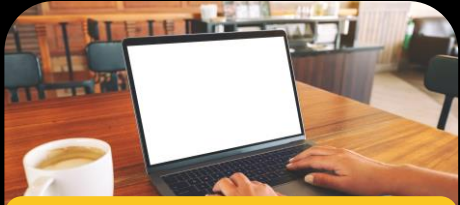
“

Ego is about who's right.
Truth is about what's right.

”



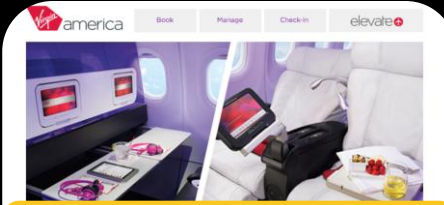




Research



Booking



Confirmation



Check in



Lounge



Take-off



**Captain's
announcement**



Pre-flight



Safety Demo



Boarding



In-flight



Disembark



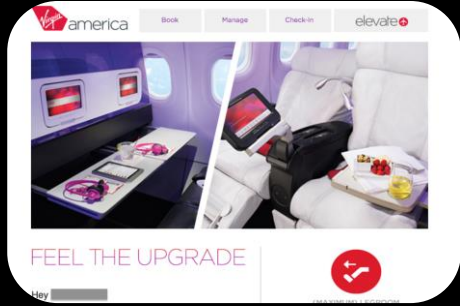
**Passport
control**

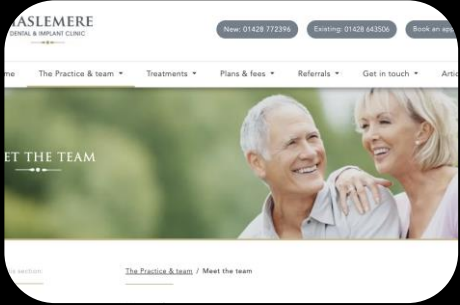


How did we do?



Turbulence





**Ms Pankhurst Appointment
Reminder for Haslemere
Dental**

Dear Sally

Your next appointment is booked
for Tuesday 09/05/23 at 10:15.





Attract



Initial enquiry

**Ms Pankhurst Appointment
Reminder for Haslemere
Dental**

Dear Sally

Reminder



First visit



Lounge



Local



**Treatment
presentation**



Co-Pilot



Check in



Escorted



Treatment



Checkout



Reception



TLC + 3R's



Complaints

We are welcoming new private dental patients, please contact Haslemere Dental & Implant Clinic today on **01428 772396** to book your consultation.

Meet the team

We pride ourselves on a track record of clinical excellence in general dentistry including check-ups, teeth cleaning, fillings and much more. We also provide advanced restorative dentistry, from Dental Implants to Orthodontics. Click to find out more about the practice and our fantastic team.

[The Practice & team](#)



[Get in touch](#)

Map

Satellite



WHAT ABOUT YOUR **BrAnD**?



ing 101

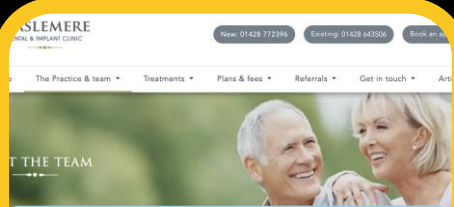
sun roof

co-captain
(the other pilot on the PA system)

front door
(our door is always open...
unless we're at 41 000 feet)

nose cone
(radar, antenna
and a
really big dish inside)

KS (the go-go juice)
cargo door



Attract



Initial enquiry

**Ms Pankhurst Appointment
Reminder for Haslemere
Dental**

Dear Sally

Reminder



First visit



Lounge



Local



**Treatment
presentation**



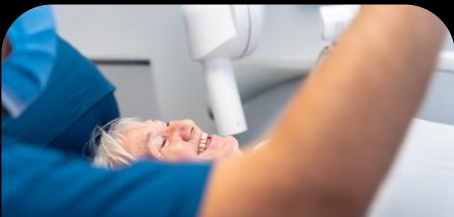
Co-Pilot



Check in



Escorted



Treatment



Checkout



Reception

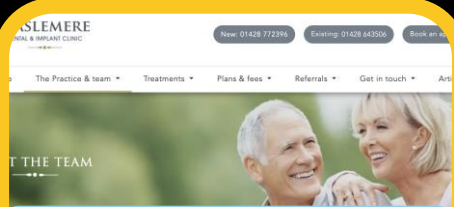


TLC + 3R's



Complaints

THE
KILLER
QUESTION



Attract



Initial enquiry

**Ms Pankhurst Appointment
Reminder for Haslemere
Dental**

Dear Sally

Reminder



First visit



Lounge



Local



**Treatment
presentation**



Co-Pilot



Check in



Escorted



Treatment



Checkout



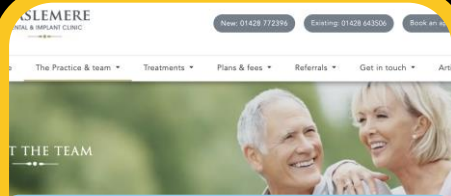
Reception



TLC + 3R's



Complaints



Attract



Initial enquiry

**Ms Pankhurst Appointment
Reminder for Haslemere
Dental**

Dear Sally

Reminder



First visit



Lounge



Local



**Treatment
presentation**



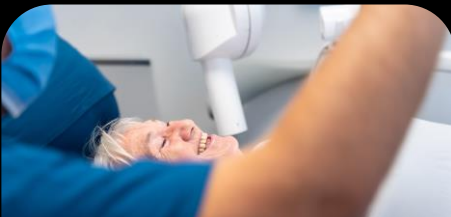
Co-Pilot



Check in



Escorted



Treatment



Checkout



Reception



TLC + 3R's



Complaints



Attract



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Dear Sally

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First visit



Lounge



Local



**Treatment
presentation**



Co-Pilot



Check in



Escorted



Treatment



Checkout



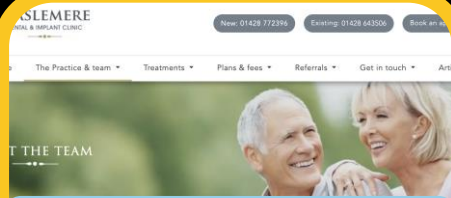
Reception



TLC + 3R's



Complaints



Attract



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Dental**

Dear Sally

Reminder



First visit



Lounge



Local



**Treatment
presentation**



Co-Pilot



Check in



Escorted



Treatment



Checkout



Reception



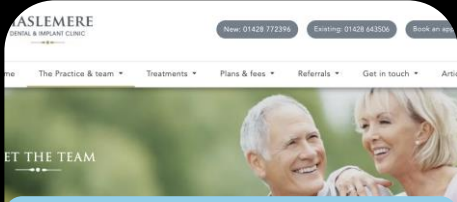
TLC + 3R's



Complaints

**small
changes**
can
make a

**BIG** **DIFFERENCE**



Attract



Initial enquiry

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Dental**

Dear Sally

Reminder



First visit



Lounge



Local



**Treatment
presentation**



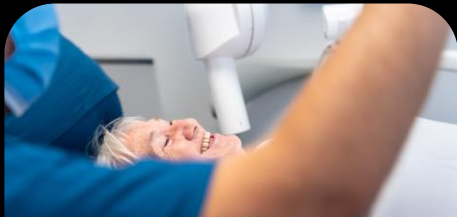
Co-Pilot



Check in



Escorted



Treatment



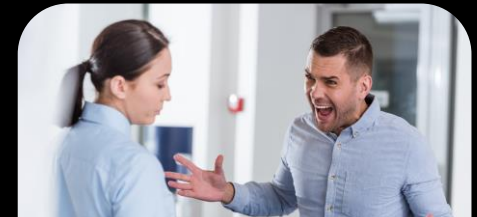
Checkout



Reception



TLC + 3R's



Complaints

How is **your patient journey** created?

DESiGN or ACCiDENT

CANI

Constant And Never-ending Improvement

CANI

Constant And Never-ending Improvement

5-year plan to improve your patient journey

CANI

Constant And Never-ending Improvement

5-year plan to improve your patient journey

Stretch goals underpinned by small marginal gains



EXERCISE TIME



FLIGHT PATH

Part One

Short haul actions

Long haul actions

Part Three

Short haul actions

Long haul actions

Part Two

Short haul actions

Long haul actions

actions

Long haul actions



What are you grateful for?

Tell us something you are grateful for in **your** dental practice.



TIME FOR LUNCH