

AIDET

Use the AIDET model of communicating with customers to help them feel comfortable and more at ease with the care you are providing. This model has been proven to help reduce complaints and increase customer satisfaction.



A

Acknowledge

- First impressions are lasting
- Greet everyone with a smile
- Focus on the customer and their family

I

Introduce

- Your name and role
- Affirm what your co-workers do
- Reduce anxiety

D

Duration

- How long is the wait? How long until results are back?
- Make sure each customer feels that they are your #1 priority
- Manage expectations

E

Explanation

- Explain what you are doing and why
- Keep family and patients informed
- Remember: details ease concerns and build confidence

T

Thank You

- Share your appreciation for choosing your facility