Customer Service Standards

BOC's Five Star Customer Service Distinction Certificate is available for currently accredited companies that desire to achieve recognition for their commitment to customer service excellence. For companies wishing to receive this distinction they will need to apply for the BOC Five Star Customer Service Distinction Certificate.

Additional customer service standards beyond the CMS requirements focus on the presence of a customer service culture that addresses key engagement points, staff training and evaluation, assessing customer satisfaction and driving continuous customer service improvements.

The additional customer service standards will be reviewed at the time of the accreditation process. Customers must meet these requirements to receive BOC's Five Star Customer Service Distinction Certificate. The standards include seven additional sections that focus on key principles for customer service excellence.

BOC's Five Star Customer Service Distinction Standards align to the Key Principles of Excellence in Customer Service.

Key Principles for Excellence in Customer Service

1. The organization has a culture that is customer centric.

2. All customer engagement points are addressed in the customer centric model.

3. The customer satisfaction measurement process is established and monitored.

4. Staff are trained and knowledgeable about all products and services provided.

5. The customer complaints resolution process is documented.

6. The organization provides customer communications and education on the services and products provided.

7. Continuous customer service monitoring occurs with resolution to gaps and issues.

8. The Performance Improvement Plan includes customer service metrics providing an annual evaluation of results and opportunities for improvements.

Board of Certification/Accreditation • 10461 Mill Run Circle • suite 1250 • Owings Mills, MD 21117
877-776-2200 • bocusa.org

These principles can be posted in your facility to demonstrate your commitment to service excellence. During the period that you hold the distinction, you can include the designation logo in your marketing materials, webpage, and email communications. A press release template is provided to announce your achievement. Marketing guidelines from BOC will be provided for these activities.

Customer Service Distinction Standards V.3

Table of Contents

Section A. Customer Service Culture and Values

A.2.0. Company Mission and Values

A.3.0. Customer Service Satisfaction Survey

Section B. Staff/Contractor Training and Performance

B.2.0. Staff Training

B.3.0. Staff Evaluation

B.4.0. Contract Service Delivery Evaluation

Section C. Customer Service Follow Up

C.2.0. Customer Service Follow Up

Section D. Leadership and Staff Engagement

D.2.0. Engagement Processes

D.3.0. Customer Service Metrics

Section E. Performance Improvement Plan

E.2.0. Performance Trend Benchmarking

E.3.0. Performance Improvement Opportunity Evaluation

E.4.0. Performance Improvement Action Plan

E.5.0. Performance Improvement Plan Monitoring

Customer Service Distinction Standards

Section A. Customer Service Values and Satisfaction

A.2.0. Commitment to providing customer service excellence is evident in the company mission or values and are visible (posted) in the facility.

A.3.0. A survey measuring customer service satisfaction to patients and/or referral partners is distributed and analyzed for results.

Section B. Staff/Contractor Training and Performance

B.2.0. Annual training is provided to staff on processes, tasks and tools that impact customer service.

B.3.0. Staff are evaluated annually on key operational processes and tasks related to customer service.

B.4.0. For companies with contract service delivery, the contract service company's key values for customer service should be evident. (N/A if non-appliable)

Section C. Customer Service Follow-Up

C.2.0. Documentation of customer service follow-up is specific to the product that is provided. Customer service follow-up should be completed upon the initial delivery and for rental use, should occur at the appropriate intervals for the product.

Section D. Leadership and Staff Engagement

D.2.0. Key processes impacting customer service are established and documented by management that define employee engagement with customers. These may include protocols related to customer interaction, vendor management, in-servicing, customer satisfaction surveys, product issue management and complaint resolution.

D.3.0. Key metrics and thresholds for customer service performance should be defined. These may include target survey response rate, product return rate, complaint rate, adverse log rate, and staff engagement timeliness.

Section E. Performance Improvement Plan

E.2.0. An operational trend analysis should be completed annually documenting key issue areas to be addressed in the performance improvement plan.

E.3.0. The performance improvement plan should include evaluation of opportunities for improvement in customer service based on monitoring of key metrics and threshold outcome targets.

E.4.0. The performance improvement plan should include an action plan to address opportunity areas identified for improvement and updated annually.

E.5.0. Monitoring and documentation of results for the performance improvement plan should be evident.

* Standards Updated June 2024