

Customer Care at

Chelsea and Westminster Healthcare NHS Trust

Complaints at the Chelsea & Westminster Hospital NHS Trust Maternity Unit had reached an unsustainable level. In response to a request from the Head of L&D and Maternity Managers, Purple Monster was commissioned to design and deliver an experiential Customer Care workshop for a cross-section of staff from the Maternity Department. The Purple Monster course was intended to enable staff to practice and improve their communication skills and consequentially reduce the number of complaints significantly.

“Very, very enjoyable. Interactive in a very non-threatening way. Haven't laughed so much in a work related course”

“I will approach patients in a different manner”

Aims:

- Promote the importance of listening skills for good customer service
- To work experientially on body language tone of voice and choice of words
- Provide an opportunity for staff to rehearse real and challenging situations
- Consider the impact of communication on others by putting ourselves in the customer's shoes
- Use Purple Monster's Status 10 tool to maintain personal status, particularly during difficult situations
- Significantly reduce the number of complaints

What we did:

Purple Monster undertook embedded research to explore the working environment and understand better the everyday challenges for staff in the Maternity department.

The intervention:

- A practical, one-day workshop including powerful behaviour-changing exercises such as 'Status 10' and 'Listen, Check, Summarise' was successfully delivered
- Participants were encouraged to stretch themselves through participative, drama-based work to increase their ability to connect positively with patients and diffuse difficult situations
- Group work and the laughter of recognition encouraged participants to share best practice and bond as a team.

Outcomes:

- 97% of participants rated the training as good or excellent
- 100% of participants say they would apply this in practice
- 100% of participants say they would recommend this training to other staff
- Concepts such as 'Status 10' have become a daily point of reference and are noticeably employed by the team, contributing to a deeper cultural change in the workplace.
- The team felt that the workshop allowed them to connect with each other in a way that they had never previously experienced. This good rapport has been sustained on the wards and there is a greater feeling of collective support amongst the participants.
- Managers report one person describing the workshop as revelatory and life-changing.
- In conjunction with other interventions, these events contributed to a significant reduction in the number of complaints