

AIDET

Creating an Exceptional Customer Experience

AIDET is a best practice we use with everyone we serve to create a consistent and exceptional experience. Using this communication tool is proven to improve the customer experience and lead to better overall outcomes.

Intent of AIDET:

1. Convey Important Information
2. Build Strong Relationships
3. Provide an Exceptional Experience

AIDET	Instructions	Examples
Acknowledge	Greet people warmly, with a smile, and engaging body language. Use their names if you know them.	Good morning, Jonathan. We've been expecting you. Would you please take a moment to confirm that we have your most current information?
Introduce	Introduce yourself – tell them who you are and share details about yourself that are important for the person to know.	My name is Mai, my pronouns are they, them, theirs, and I'll be your nurse this morning. I've been a Registered Nurse for 8 years now and I look forward to working with you today.
Duration	Give an accurate time expectation for next steps or share when you will be able to give an update. Keep in touch if timing changes.	The doctor is running about 10 minutes behind today. I apologize for the delay. She will be with you as soon as she is able to. I'll check in with you if there are any further delays.
Explanation	Clearly explain what you are doing what the expected next steps include (using plain language, avoid medical jargon and acronyms). Answer questions and share how to get more information.	Your test will take about 30 minutes. The next step is to drink the solution and then we'll have you wait here in the room for about 20 minutes before we take a blood sample. It may taste a little bitter but will not have any side effects. What questions do you have about this test?
Thank You	Express gratitude and thank the person for their cooperation, their help, or for their patronage.	Thank you for coming in today! I am glad we were able to help you and am happy you are feeling better.

When should we use AIDET?

We should use AIDET with everyone we serve, every day, with every interaction. This includes:



Patients & Families



Customers



Visitors



Fairview Employees



Everyone Else We Serve



AIDET Example

Write out an example of how you will use AIDET. First define your customer, write out your AIDET, and then practice delivering our AIDET with a partner.

Customer:		
A	Acknowledge	
I	Introduce	
D	Duration	
E	Explanation	
T	Thank You	

The power of 32,000 people aligning to create a consistent and exceptional experience...

- Our customers will know what to expect every time they interact with us.
- Collectively, we will shape our culture and our environments to be welcoming and exceptional.
- We will define the Fairview brand as one that exceeds expectations and creates an exceptional experience for everyone we serve.
- We will deliver consistent excellence in every interaction!