

AIDET: CREATING AN EXCEPTIONAL CUSTOMER EXPERIENCE



Orient Your Team

Use these points to quickly set the context for the conversation.

- Welcome! Today we are going to take the next 15 minutes to talk about one of the most powerful communications tools we have at Fairview: **AIDET**.
- Together we will review the session handout and I'll ask some questions to get the conversation started.
- This is an opportunity to build a common understanding for a **consistent customer experience** as a team and I encourage you all to participate



Make the Connection

Use these points to help identify and connect the importance of this topic to your team and reinforce the goal of the session.

- Why now? While AIDET is already used in pockets around the organization, we are now aligning our entire organization of 32,000 employees to deliver AIDET consistently so that, together, we will bring excellence to every interaction!
- Effective use of AIDET will help us enhance the core work that we all must focus on every day: Customer Experience, Quality & Safety, People Engagement, and Efficiency. Doing so will lead to better outcomes for our customers, our team, and for everyone.
- We will learn the mechanics behind AIDET and how to enhance and tailor our use of AIDET through authentic communication with our customers.



Ignite the Conversation

Use the questions and key points to start an authentic dialogue with your team.

1. Use the first page of the AIDET Handout to define the acronym (2 minutes). Ask someone to: **Please read the letter, word, and instructions for each letter.**
Key Points for Dialogue:
 - **Do:** Have one team member read through the example AIDET.
 - **Reinforce:** AIDET is a key tool that drives consistent customer experience in every interaction.
2. Have the team fill out the second page of the AIDET handout (5 minutes). Say: **Let's practice our AIDET by creating an example of how each of us use AIDET with one of our key customers.**
Key Points for Dialogue:
 - **Do:** Select one key customer type and situation (could be internal customers, patients, families, presentations, etc.). Direct team to write their AIDET on the handout and practice with a partner.
 - **Do:** After they have practiced in pairs, choose 1 or 2 volunteers to share their examples.
3. Ask and discuss (5 minutes): **Effective AIDET delivery is more than just covering each letter. What can each of us do to enhance our delivery so that our customers know our AIDET is authentic and genuine?**
Key Points for Dialogue:
 - **Do:** Lead discussion towards things like customer responses (head nods, smiles), stronger felt connection and trust, fewer clarifying questions.
 - **Reinforce:** If you don't believe your AIDET delivery is effective, ask for feedback from your leader and/or peers.

Apply and Practice

The learning doesn't end with the discussion. Do this brief activity to put learning into action. If you don't have time today, do the activity in the next week.

Start Now

Use AIDET authentically in every interaction. Keep your handout for reference. Practice your AIDET so it becomes natural and comfortable.

Learn More

For more information, check out the LMS Module titled "AIDET: Enabling a Culture of Exceptional Patient Experience".

Use the space below to add any notes from your discussion: