

Room service boot camp ear wiggles...I can hear you now!

Providing room service will have your customers comparing your services to what their experiences have been in other dining arenas. You'll need strength and versatility to learn what patients need! Here are a few things to consider to meet/exceed their expectations.

Select the items you would like to incorporate into your overall plan.

Sales & marketing tools	Impact on cost +/-	Impact on staff +/-
<input type="checkbox"/> Build/Create a "Brand" image		
<input type="checkbox"/> Upscale menu jackets		
<input type="checkbox"/> Door hangers to pre-order		
<input type="checkbox"/> High-end delivery carts		
<input type="checkbox"/> "How to Order" table tents		
<input type="checkbox"/> Satisfaction surveys		
<input type="checkbox"/> Offer concierge services?		
<input type="checkbox"/> Automated nutrition information via phone or television systems		
<input type="checkbox"/> Take-home nutritional information		
<input type="checkbox"/> Request for recipes		
<input type="checkbox"/> 1-800-ASK-DIET (Hot-Line to your clinical dietitians)		
<input type="checkbox"/> On-line information services		
<input type="checkbox"/> Other:		
<input type="checkbox"/> Other:		
<input type="checkbox"/> Other:		
<input type="checkbox"/> Other:		



Number please!

Traditionally, you will staff a call center to take orders. This provides an excellent opportunity for your operators to interact with the guest, which will provide a high level of personal attention. If you are using a manual ordering system, you will need a protocol to accommodate diet restrictions, allergies, medications etc. If you have dietary software available, you can rely on that system to provide the highest level of patient safety possible. Check with your communications department or IT specialist to be sure you have the required components.

Check all the items/options you will want to utilize.

Communication systems	Impact on cost +/-	Impact on staff +/-
<input type="checkbox"/> PBX System software/hardware		
<input type="checkbox"/> Caller ID		
<input type="checkbox"/> Link to automated systems		
<input type="checkbox"/> Headsets		
<input type="checkbox"/> "Hold" messaging and protocols		
<input type="checkbox"/> "Transfer" messaging and protocols		
<input type="checkbox"/> "Overflow" management		
<input type="checkbox"/> Call Logs		
<input type="checkbox"/> Robust report options		
<input type="checkbox"/> Multi-Site management options		
<input type="checkbox"/> Automated integrated alternatives (IVR & ITV)		
<input type="checkbox"/> Two-Way radios (Nextel)		

NOTE: You can expect a significant increase in the score for the survey question, "Was your diet explained to you?" by implementing a room service system. Even though the call center staff are not providing "nutritional counseling", the fact that they will inform patients what they can or cannot have is generally interpreted as an educational benefit.

