

Who's the Customer?

If we are to deliver “customer service” in the centers of Life Care and Century Park and in the work of Life Care at Home, then just who are the customers we are to serve? It is a basic question that begs an answer.

The resident? That would be a natural response. Certainly, he or she is our customer, and our mission is to serve the resident. We also understand that family members of residents are our customers, too. Many of them are dealing with frustration, sadness and, oftentimes, guilt about the decisions they must make regarding the care of their loved ones. They need our compassion and our understanding.

But associates – the men and women with whom we work everyday – are also our customers, and we should treat each other with the same respect and dignity we accord our residents.

Glenda Stephens, activities coordinator at Life Care Center of Tullahoma, is a good example. She is the *Whatever It Takes And Then Some* winner for the month of May. The nomination for that honor describes her as having “a servant’s heart and (she) uses her gifts to minister to both our residents and her fellow associates. This associate goes above and beyond any required work tasks.”

Stephens befriended a co-worker who was going through a personal crisis. She helped her move and took her shopping for things to get her started in her new home, giving her support and encouragement.

Her love for people is expressed everyday in the manner in which she communicates and cares for our residents. She often has taken her time off to visit with residents and take them shopping. She recently helped one resident set up his apartment. She made sure he did not feel lonely or abandoned.

Obviously, Stephens sees all people around her as “customers.” And her service to them is remarkable.

That kind of attitude and the way it plays out in job performance make the achievement of the mission of that center, as well as our company, possible.

--Beecher Hunter