

# Customer Service Expert Barbara Khozam to be Featured on CUTV News Radio

SAN MARCOS, CALIFORNIA, UNITED STATES, September 13, 2018 /EINPresswire.com/ -- When a physician attends medical school, at no point are they taught how to run a business, but once they open a private practice, they're no longer just a doctor; they're an entrepreneur, a business owner.

The key to success for any business is its customer service. In healthcare, the customer is a patient, but they deserve the same level of attention, care and service they would receive at any other business that values their patronage. And nowadays, patients have choices in their healthcare. If they don't like how they're being treated at your practice, they can easily choose another one."

Customer service isn't about being a department or a policy; it's about creating a culture where people can't wait to do business with you and are excited to refer their friends to you as well.

Barbara Khozam is an award-winning motivational speaker and trainer specializing in customer service, leadership and communication to help companies promote the highest level of excellence and customer experience. Khozam has worked with clients of all shapes and sizes from thrift store but her background as a chemist has allowed her to excel with healthcare organizations like Kaiser Permanente. Through her unique consulting services, Khozam and her team help businesses create cultures of service in which employees become customer advocates.

"People get into health care for the right reasons: they love people and they want to help people, but then they get so burned out, they're treated like garbage, so they end up just processing people: medical card and ID, sit down and have a seat." What happened to compassion and empathy? says Khozam. "My motto is 'Bringing manners back to business,' and it's got to start at the top."

Khozam's acclaimed book *How Organizations Deliver BAD Customer Service (and Strategies that Turn it Around)* has become a staple on the bookshelves of people who excel at creating great customer relationships.



"It's every patient every time," says Khozam. "It's really just about being present with each person each moment. That's it. It's simple. It doesn't take a lot of time. It just takes presence, and taking ownership of your own life, your own attitude, is empowering."

Khozam is known around the world for her ability to connect with her audience. She says customer service is really all about treating others with kindness and respect.

"I use a lot of humor and I'm very animated, legs and arms everywhere," says Khozam. "I share real life stories, good ones and bad ones, and very often they discover the impact of their behavior. It's interactive and fun. I want the people in my audience to leave with practical tools."

CUTV News Radio will feature Barbara Khozam in an interview with Doug Llewelyn on September 17th at 11am EDT and with Jim Masters on September 24th at 11am EDT.

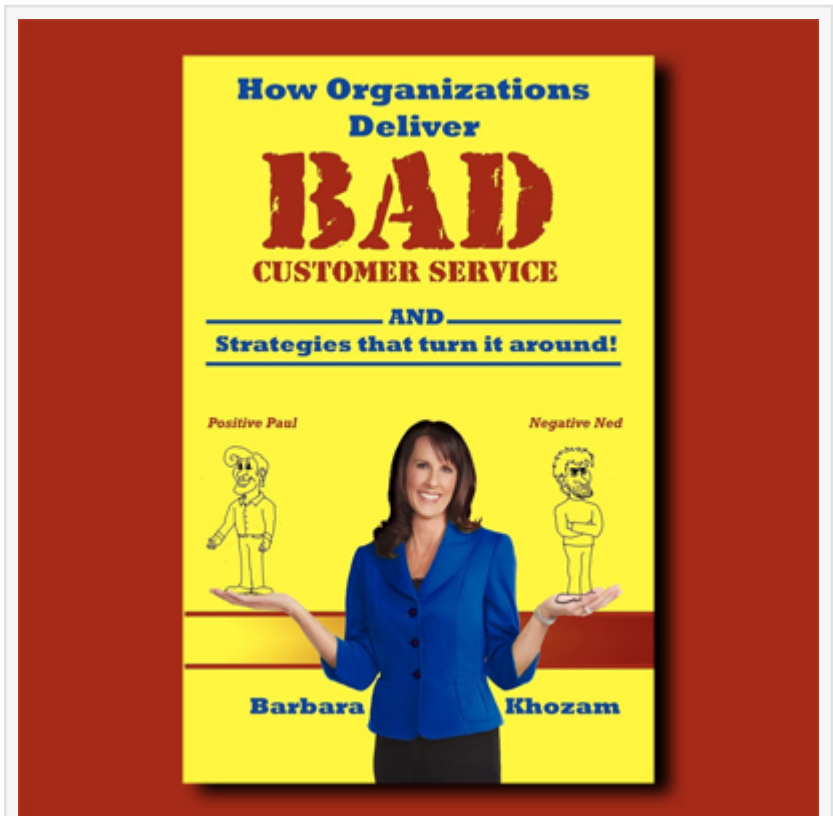
Listen to the show on [BlogTalkRadio](#).

If you have a question for our guest, call (347) 996-3389.

For more information, visit [www.barbarakhozam.com](http://www.barbarakhozam.com)

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