



CROWN COUNCIL

Where dentistry's best practices unite, and give.™

CROWN COUNCIL QUALIFIED RESOURCE MEMBER REQUIREMENTS

- 1. CUSTOMER FEEDBACK:** Use a feedback system to constantly measure customer satisfaction. Submit to the Crown Council a compilation of 12 questionnaires (one for each month) filled out by 12 different clients during the year to demonstrate regular use of the system. Complete the *Qualified Member Certification Form* which asks for actions taken and changes made during the year in your business as a result of the feedback you received from your customers.
- 2. TEAM EVALUATIONS:** Develop and carry out a system for internal evaluation, feedback and performance review of team members at least twice each year. Your system may include regular performance reviews, 360 degree evaluations and/or other forms of feedback that fit your practice. Submit to the Crown Council the *Qualified Member Certification Form* with the signatures of each team member certifying that the evaluations were conducted.
- 3. SERVICE STANDARDS:** Create and maintain a list of service standards stating the service expectations that your customers can expect from your business. For example: how quickly customers can expect calls to be returned, your satisfaction guarantee, how you settle customer dissatisfaction, behavior standards toward customers, etc. Submit to the Crown Council your service standards document along with the activities in which you have engaged throughout the year to train, maintain and measure the implementation of said standards.
- 4. TEAM MEETINGS/TRAINING PLAN:** Have a yearly team training plan in place that demonstrates a dedication to continual improvement in the essential areas of your business including product, customer service, sales, etc. training. Submit to the Crown Council your company training schedule for the year and what topics were covered.
- 5. MASTERMIND GROUP:** Meet at least twice a year with a Crown Council member MasterMind Group or Resource Member MasterMind Group to exchange information on best practices and how you might improve your business based on the experience of the group. Submit to the Crown Council a summary of your MasterMind meetings and some of the resulting benefits for your business.
- 6. CROWN COUNCIL E-MAIL FORUM PARTICIPATION:** Submit to the Crown Council at least 6 examples of value added information that has been posted on the Crown Council e-mail Forum demonstrating your willingness to respond to member inquiries and questions in areas you are qualified to answer.
- 7. DOING GOOD:** Submit to the Crown Council your company's plan for DOING GOOD through Smiles for Life or any other cause you deem to be worthwhile. Give the background of the plan, what you did, and how it fits in with the purpose of your organization.