



# QUEENS MEDICAL CENTER



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CUSTOMER SERVICE  
HANDBOOK



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Jessa Mallillin Peringeth, Editor

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# GREATEST ASSET



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*“Our greatest asset is the customer! Treat each customer as if they are the only one!”*

*- Laurice Leitao*

Our patients' expectations must be recognized and acted upon. We should always check if our definition of quality is the same as what our patients expect. They are demanding, wise, and very observant. When they book a treatment, they have certain expectations. We must identify whether we are falling short, meeting, or exceeding their expectation of quality.

This handbook provides tips, checklists, and best practices in a customer service setting. Together, let's make it our goal to deliver success to our company through this playbook of how to make our patients happy.



# BOOK SMART-LY

SMART Goals. "In customer service, in order for us to be motivating, we need to follow the SMART philosophy: *Specific, Measurable, Achievable, Relevant, Time-Bound.*" At Queens Medical Center, our mission is simple: to give the best service to our patients. And to make sure that we attain this goal, each one should be



## S

### SPECIFIC (SIMPLE, SENSIBLE, SIGNIFICANT).

- We must know the prices of all our treatments and make sure we get ourselves updated every time e.g new prices, promotions, packages, etc.
- Appointment notes should be filled with accurate and complete information.

Hi! I'd like to book for a dental consultation. How much is it? I wanted to know how much you charge for a tooth extraction? Do you give discounts to Emirates Crew?



Hello! Our dental consultation is free of charge. Tooth extraction starts from 150 dhs. Price may vary depending on your case. When can I book you an appointment?



SCENE 1

#### APPOINTMENT NOTE SAMPLE #1:

Consultation and Extraction  
(Gave 15% discount - Emirates Crew)

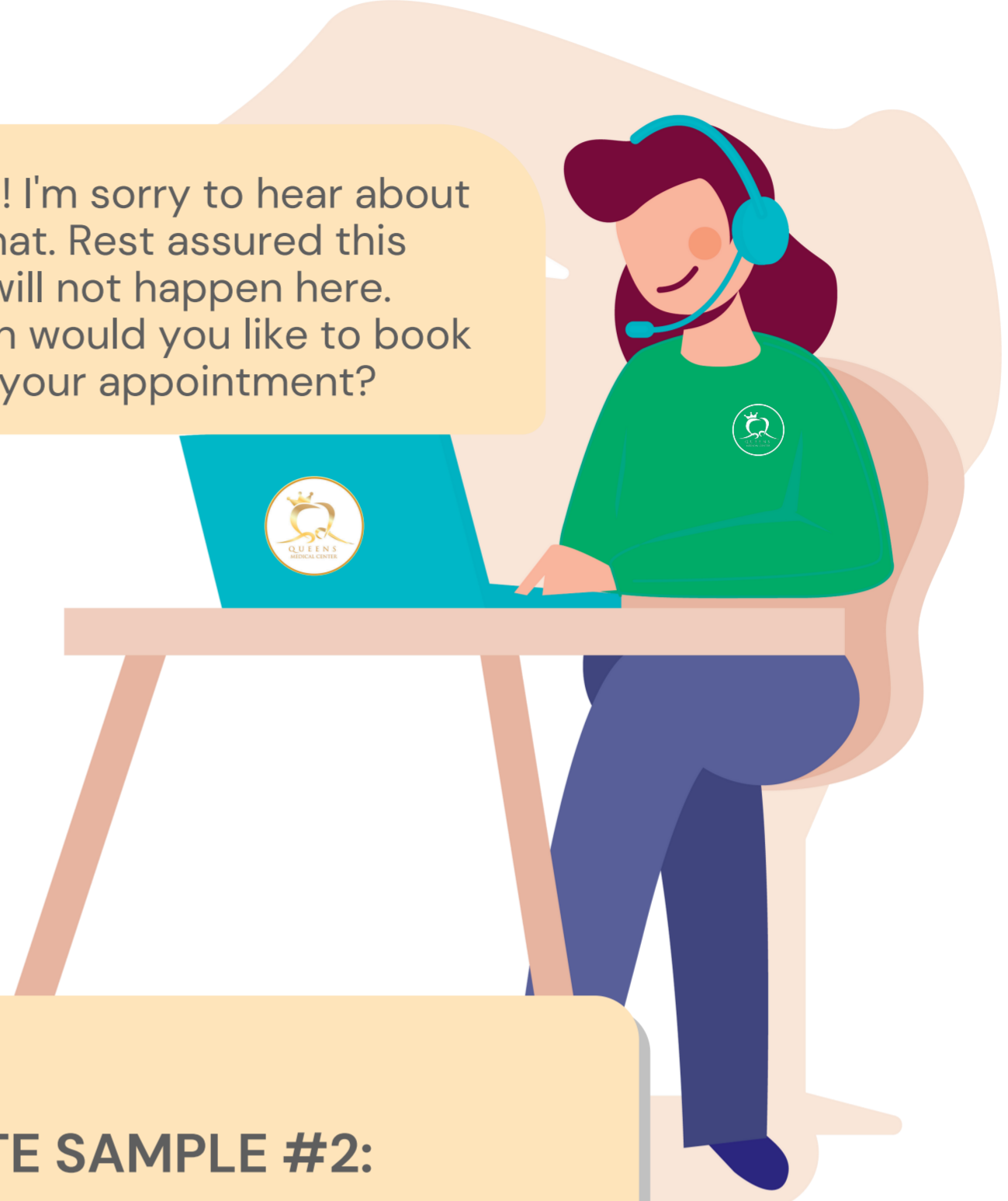




Hi! I'd like to try your services. I had a bad experience in another clinic. It was very unhygienic, and my teeth weren't properly cleaned.

Hello! I'm sorry to hear about that. Rest assured this will not happen here. When would you like to book your appointment?

### SCENE 2



### APPOINTMENT NOTE SAMPLE #2:

Spend extra time on cleaning.  
(Patient had a bad experience in another clinic.)

## M

### MEASURABLE (MEANINGFUL, MOTIVATING).

- If anything is promised, always leave a note on the booking note and/or inform everyone on the group chat

### BOOKING NOTE SAMPLE #1

Free Hydrafacial (from Mr. Zabi)

### BOOKING NOTE SAMPLE #2

25% OFF Discount from Eid Offers

### BOOKING NOTE SAMPLE #2

The patient referred two friends, gave her a free cleaning.



# A

## ACHIEVABLE (AGREED, ATTAINABLE).

- Always check if the treatment plan was done, at the end, speak to the patient if we can convince them to do another treatment or if we can refer them to another doctor
- Balance old patients and new patients bookings during the day



### JANUARY 01, 2022 (LIST OF PATIENTS)

Patient A – Got her treatment today 01.01.2022

Patient B– Cancelled her appointment

Patient C– Rescheduled for tomorrow 3PM, 01.02.2022

Patient D – Rescheduled for today. Treatment done 01.01.2022

### JANUARY 02, 2022 (LIST OF PATIENTS)

Patient C– Rescheduled 01.02.2022. Original appointment was 01.01.2022

Patient D– Got her treatment yesterday 01.01.2022

Patient E– Appointment confirmed 01.02.2022

Patient F – Appointment confirmed 01.02.2022

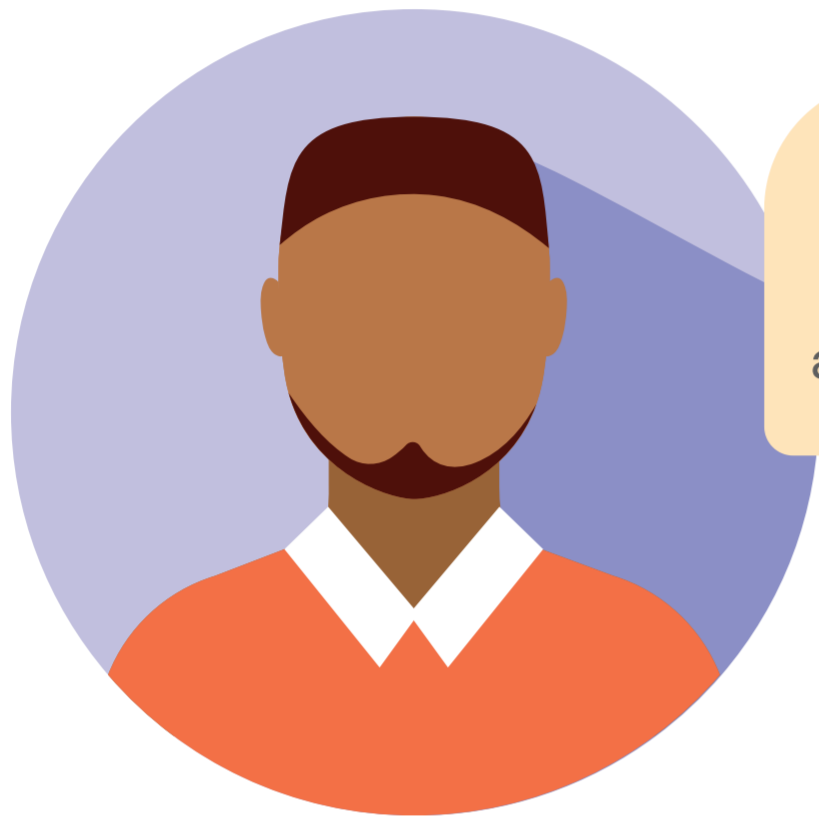


# R

## RELEVANT (REASONABLE, REALISTIC AND RESOURCED, RESULTS-BASED).

- Let's avoid double-booking unless the other patient cannot really come, then we will speak to the doctor
- Unless it's not an emergency, try not to book extraction after 9 pm, the reason being is in case something goes wrong there will be no other doctor to see the patient

### SCENE 1



Hi! Can you book another slot for me today? I'm not sure if I can attend my 4PM appointment. Still in a meeting

Hello! We are not allowed to double-book. But I can tell the doctor about it and see if he'd like to consider.



### SCENE 2

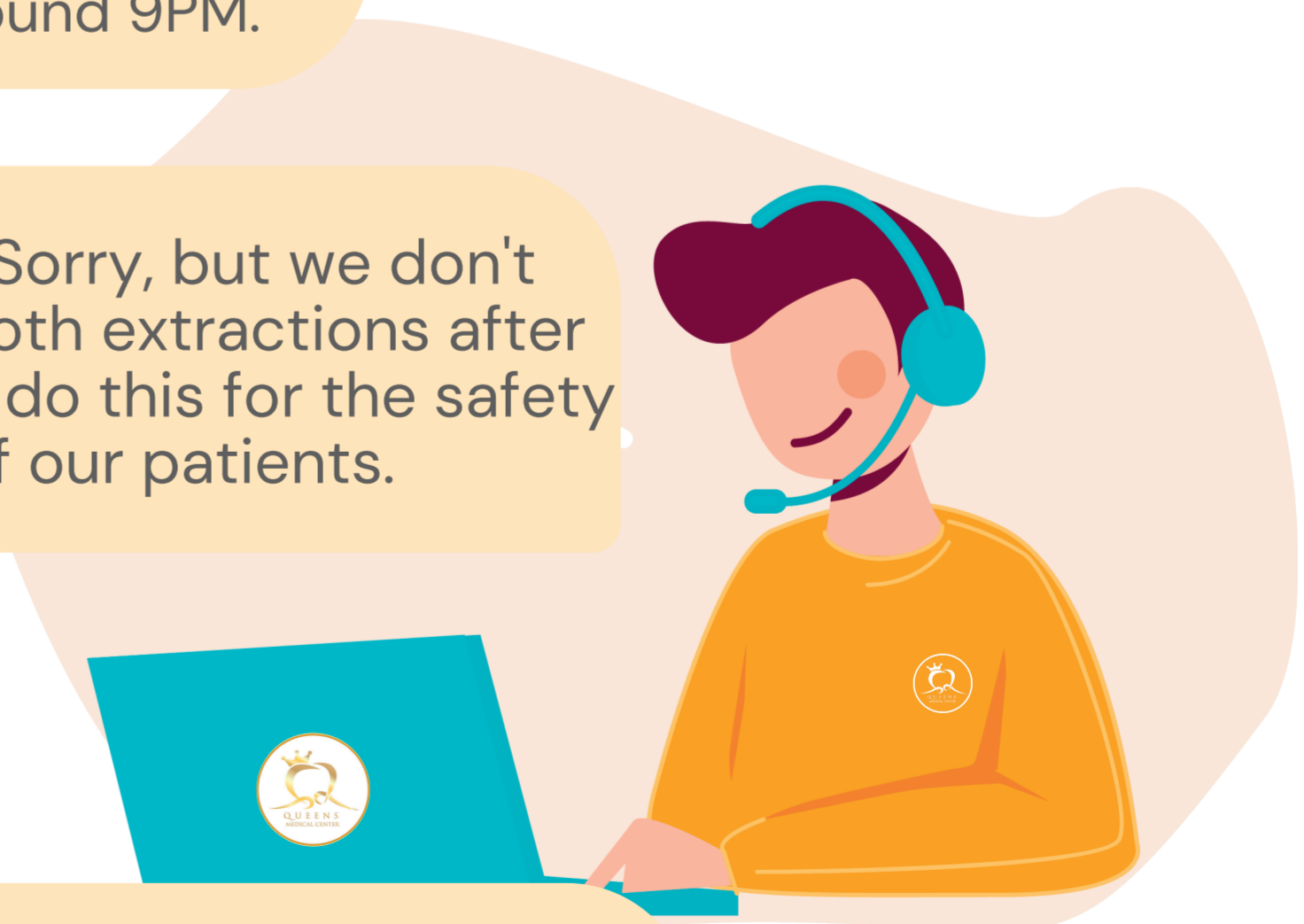


Hi! I'd like to book a tooth extraction appointment. I finish work around 8PM. I'll arrive there around 9PM.

Hello! Sorry, but we don't book tooth extractions after 9PM. We do this for the safety of our patients.

I understand. But I have an abscessed tooth. And I have a scheduled flight tomorrow night. I need to have it extracted.

I cannot promise that I can book you for tonight. But I'll check the availability of our doctors. Then I'll send you an update asap. Thank you!





# T

## TIME-BOUND (TIME-BASED, TIME-LIMITED, TIME/COST LIMITED, TIMELY, TIME-SENSITIVE)

- Evaluate what time a particular patient/treatment can be booked e.g follow up patients can be booked in the morning or late in the evening
- If any patient canceled and you see a longer slot for the doctor, always try to move the patient from the next day so that we will have another 24 hours to fill in the slot, but always check the notes for the patient you're moving to an earlier date and inform the doctor as well



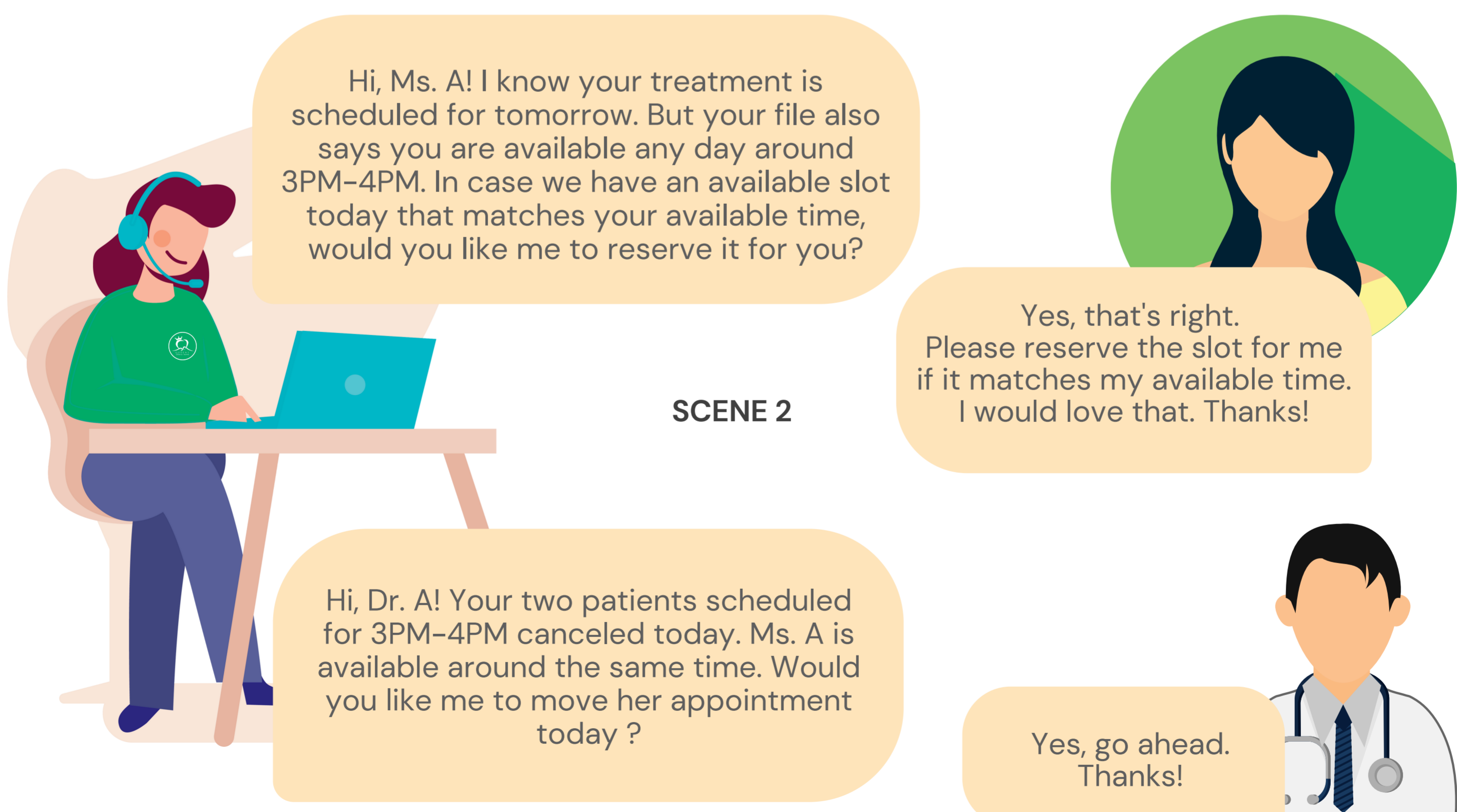
Hi! I'd like to know if I can still book an appointment today.

Teeth Whitening.

Hello! For what kind of treatment, Sir?

SCENE 1

Got it. Teeth Whitening session lasts 1 hour more or less, I can schedule your appointment at 11:00AM. How does that sound to you?



Hi, Ms. A! I know your treatment is scheduled for tomorrow. But your file also says you are available any day around 3PM-4PM. In case we have an available slot today that matches your available time, would you like me to reserve it for you?

Yes, that's right. Please reserve the slot for me if it matches my available time. I would love that. Thanks!

SCENE 2

Hi, Dr. A! Your two patients scheduled for 3PM-4PM canceled today. Ms. A is available around the same time. Would you like me to move her appointment today?

Yes, go ahead. Thanks!



# COMMUNICATE WELL

WE SHOULD ALWAYS BE ON THE SAME PAGE –  
INTERNALLY AND WITH THE PATIENTS.

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## *How do we communicate with patients?*

It is important that we develop a good relationship with patients and it all starts with good communication. We have to know what they need exactly and how we can help them. This way we can show the patients that we understand what they actually mean instead of what they are simply saying.

Speaking clearly and effectively with our patients is a good skill to sharpen. We want to be able to explain our services, the procedures for booking an appointment, and our rates so they walk away or get off the phone without any more questions. Patients sometimes don't get the time to listen in circles so we should be very clear with all the information we're giving to them and be straight to the point.





# ALWAYS CHECK THE FILES

- If a patient books laser treatment, it's important to check the patient's last session (minimum 4 weeks for better results).
- If a new patient books laser treatment, ask if she/he has done waxing or threading recently.
- If an ortho patient in booking an appointment, always ask or check the last adjustment date and doctor notes for follow-up appointments.
- Always make sure both card and cash sales match the actual cash. If there's any discrepancy, inform the branch manager right away.
- Inform patients to come at least 15mins early for registration and other important things.
- If a patient is late, always check with the doctor first if it's still possible for the patient to get his/her treatment.
- Inform the patient about the TAX.
- Attempt to solve or explain all patient inquiries to the best of your ability.
- Notify social media staff of any major treatments/operations or patient testimonials to boost company profile/image.
- Always check if the patient has booked an appointment with us already.
- Always inform the patients about the laser packages (DON'T FORGET TO UPSELL).
- Always take note of important details/sources. They may come in handy in the future.



# REPORT INCIDENTS

- Any patient complaints or compliments should be recorded into the logbook, which should be kept in the reception area at all times.
- If a patient calls to inform you of any pain or anything that needs attention, inform the patient to return to the clinic for our doctors to check her/his condition. DO NOT IGNORE any patient complaint or suggestion.
- No jokes or laughing when someone is on call. Let's keep it professional.
- If a patient books for a consultation, make it a habit to confirm the location and remind the patient that the appointment is strictly for consultation.
- Record patients checking EID offers/discounts and clinic details/updates.
- Reception should always make sure every patient pays before leaving.
- If a patient walks in for an unscheduled consultation, and the doctor has free time to attend to the patient, the patient should be recorded in the incident report logbook.
- Inform the patients that the insurance might take 2-3 days to be processed, then the case is forwarded directly to Arezo and Tasneem.
- If the doctor doesn't have time to see all patients, record all unseen patients in the logbook as having come into the clinic.

# REFER AND EARN

ENTICE OUR PATIENTS TO  
TAKE PART IN OUR REFERRAL  
PROGRAM.

50DHS FOR THE REFERRER AND  
25DHS FOR THE REFEREE

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# FREQUENTLY ASKED QUESTIONS

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- 13** DO YOU HAVE A FILIPINO DENTIST?  
HOW MANY SESSIONS WILL BE NEEDED FOR COMPLETE HAIR REMOVAL THROUGH LASER?
- 14** ANY SIDE EFFECTS OR REACTIONS ON THE SKIN AFTER LASER HAIR REMOVAL?  
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HOW MUCH IS TEETH WHITENING? HOW MANY SESSIONS ARE REQUIRED?

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# RESPOND WITH PEAQ POINTS

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- **PERSONALIZED** We are not bots. We understand that our patients are humans with different problems. Remember to always respond accordingly with a depth of knowledge.
- **EMPATHY** It's our job to make our patients feel like they found a new community where they are understood and heard. We don't listen just to sell, we listen to help them with their problems.
- **ASSURANCE** Our patients are demanding, wise, and very observant. They know when we are not doing our job. Let's keep their confidence in us by always assuring them they are in good hands.
- **QUALITY** Our patients trust us with their hard-earned money. They expect us to deliver our promises and that's what we're going to do. With our help, they'll get their money's worth.





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## Question

Do you have a Filipino dentist?

## Answer

Kumusta. No, we do not have a Filipino dentist. However, most of our support staff and nurses are from the Philippines. We are very popular among Filipino patients and we are their go-to dental and derma clinic. May I know what treatment are you looking for?

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## Question

How many sessions will be needed for complete hair removal through laser?

## Answer

The treatment is permanent hair reduction. After 3 sessions you will feel a lot fewer hair. By the end of 6 sessions, you will see the growth has slowed down and the regrowth of hair also gets reduced by 80%. You will just need maintenance which is once or twice a year. For some skin types, the effect is faster than for others. We offer a patch test so you can test yourself and it's completely free of cost. You can come to visit for a free patch test before you decide to go for LHR.

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## Question

Any side effects or reactions on the skin after Laser Hair Removal?

## Answer

There is a possibility of redness or mild irritation which may last for a few hours. There is no long-term side effect of laser hair removal with Candela Gentle Max Pro. We can do a patch test if this is your first time.

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## Question

Why is the price high in your clinic?

## Answer

Our prices are competitive in the market and when you buy a package, it becomes very economical. However, we pride ourselves on two things that we feel are very important for us.

1. Quality of service and 2. The expertise of the therapists. We give ample amounts of time to the treatment making sure that we target the area in the most precise way. Hygiene and comfort are other things we are very conscious about. For the experience that we provide, we feel the prices are not high.



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## Question

How many days for dentures?

## Answer

It takes approximately between 7-10 days, but there are few factors a few factors that need to keep in mind:

1. Do you require tooth extraction?
2. Is it a full denture or a partial denture?

If extraction is required, then we can only measure once the area is healed. That will need a few extra days. On the day of consultation, the doctor will give the exact time for your case. We have our in-house lab so be rest assured about the quality and we will try our best to do it in as less time as possible.

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## Question

Do you provide a composite bridge?

## Answer

A: We don't do composite bridges because they are weak compared to the other available options:

1. Tooth implant
2. Zirconia bridge with 10 years of warranty
3. PFM bridge with 2 years of warranty
4. Denture

The dentist will be in the best position to advise which is the suitable option for you. Our consultation is completely free and you can book a slot to discuss with him.

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## Question

How much is teeth whitening?

## Answer

Our normal price for whitening is 1500 dhs but currently, we have an offer going on – 899 dhs. The session consists of 3–4 cycles of 15 minutes. These sessions can be stacked together. We use the Philips Zoom whitening machine which is the most effective laser machine in the world. It whitens your teeth up to 8 shades in a single session.

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## Question

How much is botox for eye bags?

## Answer

Eye bags can't be treated by Botox. For eye bag removal we advise Mesotherapy. You can come and see our dermatologist and he will advise you on the best option.

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## Question

Do you have warts removal/mole treatment?

## Answer

A: Yes we do have warts/mole removal for all types of warts. Our price starts from 99 dhs only, however, the prices may vary depending on the size, number, type, and area. You can visit our dermatologist and he will be in the best position to provide exact details. You can come for a quick visit and it's totally free.



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## Question

What is the offer on nose filler/ lips filler?

## Answer

The current offer Price for filler is 900 dhs against our regular price of 1500dhs. However, the price may be different if you prefer a specific brand or if the dermatologist advises you on the brand after checking your case. We offer a free consultation for all aesthetics services so if you like you can visit us and meet one of our experienced dermatologists. The doctor will give you all the details, then if you are comfortable you can go for the treatment.

Prices: Juvederm – 1500 dhs, Skin Fill – 900 dhs, Hyabell – 900 dhs, Nuvia– 900 dhs

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## Question

What treatment do you have for melasma/dark spots/pigmentation?

## Answer

Melasma/Dark Spots/Pigmentation we have various treatment options. We can start with deep or chemical peeling, followed by Mesotherapy, PRP, and laser treatment. We can also combine 2 or 3 treatments to get the best result. You can visit our dermatologist and he will be in the best position to give you the exact treatment plan.

You won't have to pay anything for the consultation.  
FYI: We have multiple products for Mesotherapy like Dermaqual, and Toscani among others. These brands are from Italy, France, the UK, and the USA and all of them are DHA APPROVED and safe for the skin.

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## Question

Do you have a deep cleaning facial?

## Answer

Yes, we do have two options for deep facial cleansing:

1. HydraFacial MD Original products. Our therapists are certified and trained by HydraFacial trainers. HydraFacial removes the dirt and debris that accumulate in the pores and reduces fine lines and sunspots. It gives rejuvenated and glowing skin and helps improve overall skin texture, tone and appearance.
2. We also have Hollywood Carbon Laser Peel using spectra machine which improves dull or poor skin tone, heals large pores, and lessens premature aging. It provides deep facial cleansing and rejuvenates the skin.

---

## Question

Do you have a glutathione injection?

## Answer

A: As per UAE law, for Patient Safety, glutathione injection is not allowed to be used directly on the patient. We use some of the mesotherapy brands that contain glutathione. It is for glow and skin whitening purposes, safe to be used, and approved by the Dubai Health Authority (DHA) to be injected and used.



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## Question

How much is Botox?

## Answer

The current offer Price for botox is 750 dhs for the full upper face. It includes 3 areas – Forehead, Around the Eyes, and Frown Lines. You can also go for any specific area. What are you looking for?

You can also add:

We offer a free consultation for all aesthetics services so if you like you can visit us and meet one of our experienced dermatologists. If you are comfortable you can go for the treatment.

For your information:

Nabota – Korean Brand (we are using)

Dysport – USA (we are using) – Price is different from Normal Prices

Allergan botox – UK (we are NOT using)

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## Question

Other clinics offer zirconia for 500dhs, why is yours expensive?

## Answer

Hi, Ma'am/Sir! Thank you for your query. We are having an offer on zirconia crowns i.e 650 dhs. Our regular price is 750 dhs.

I am very sure that we are not the cheapest, however, we can guarantee the quality and the service which is difficult to match.

Our specialist dentists have 10+ years of experience plus we have our own dental laboratory.

By the way, the zirconia is with 10 years warranty as well.

You can come to visit us for a consultation and see if you like to go ahead.

The consultation is free of cost.

---

## Question

What is the offer on Veneers?

## Answer

Each unit is 750dhs and the full package or Hollywood Smile

Makeover is 9,999 dhs. It includes:

1- FREE Consultation

2- FREE Cleaning

Our Hollywood Smile makeover is guaranteed to transform your smile, resulting in a brighter, whiter, and more beautiful smile as you want. Our Veneers are with 3D Digital layers, Hand Crafted, and Stain-resistant (with 10 Years warranty). We have our own in-house dental laboratory. The veneers can be customized according to your taste and choice. If you have more questions about it, I can arrange to book you with one of our specialist dentists who will be able to provide the accurate treatment plan.

If you would like to check some cases also you can visit our dedicated Instagram page [@hollywoodsmile.1](#) for Hollywood Smile.

And [@queensmedicalcenterdxb](#) – our official Instagram page.



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## Question

What is a dental implant? Can you explain the process of dental implants?

## Answer

Dental implants are surgically placed in your jawbone, where they serve as the roots of missing teeth. Dental implant surgery is a procedure that replaces tooth roots with metal, screwlike posts and replaces damaged or missing teeth with artificial teeth that look and function just like real ones.

**Procedure:** Before starting with the dental implant treatment, the doctor will take a complete dental and medical evaluation and develop a plan. This is to ensure you don't have any health condition that can make the surgery impossible.

**Dental Implant is a two-stage procedure:**

**First Stage:** a surgery is done to put the implant post in the jawbone under a local anesthetic. Then we need time for the implant post to integrate with the jaw bone. With time new bone cells will grow in and around the implant post to ensure the implant is strong enough to support a new tooth.

**Second Stage** – It is a short process that takes place between 3–8 months after the first procedure. In this step, the implant is evaluated. If the implant post is locked well inside the jawbone then we will cover the place with the teeth.

Please note that the doctor is the best person to explain and discuss your case so my advice is to see our specialist dentist and then decide

---

## Question

How much for a Dental Implant?

## Answer

Currently, the special offer on dental implants in our clinic is 3,999 dhs. We maintain the highest quality in dental implants. Our implantologists – Dr. Haroon and Dr. Thanga are the UK certified with 200+ successful cases and more than 10 years of experience. All the x-rays required will be done in our clinic and the dental crown will be done in our in-house dental lab. All the implants are German brands with a warranty.

---

## Question

Why is your teeth cleaning so expensive? Why is the price almost double when you compare with other clinics? Why did you increase your price for cleaning?

## Answer

We had a special offer running till some time back. Our regular price is 200 dhs. We have increased the duration of cleaning from 15 mins to 30 mins which means a more thorough and comprehensive cleaning. Such a type of cleaning usually takes 2–3 visits but we do it in a single session plus it also includes scaling.

If needed you can add the below explanation. If you are a smoker or heavy coffee drinker, we will need to remove it by airflow and the cost will be 350 dhs. It's called deep cleaning. The doctor will be able to guide you when you visit him.



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## Question

What's your location?

## Answer

We suggest you book an appointment before visiting us for a smooth and hassle-free experience.

Here's our location: Highrise Building 203, 2nd December St., Al Satwa, Dubai.  
You'll also find us on Google Maps:  
<https://g.co/kgs/3TDCBH>

Directions by bus & metro: Get off at Jafiliya ( MAX ) Metro Station and take bus F9 or X28 towards Al Dhiyafa - walk 5 minutes towards West Zone Supermarket and cross the pedestrian lane - you'll see Happy Holidays & Pizza Hut - the entrance is at the back and we're on the second floor. We are open from 10AM to 10PM Saturday-Thursday & Fridays from 12PM to 9PM.

Could you explain a little more about the problem?

(Send it in 3 parts, don't send them in a single message.)

---

## Question

I found veneers for 299 dhs/hollywood smile for 5,999. Why is your price so high? Why should I come to you?

## Answer

It's very possible ma'am. There might be many clinics with prices cheaper than ours and there are many who have prices higher than us. We can guarantee quality and service which you can match with the best and prices which are not going through the roof. We feel that our price is a great match to the quality we provide. We give 10 years of warranty and we are there for you if there is any mishap. But we assure you that they will last a lifetime.

Secondly, we have our own laboratory for the veneers and they are highly customized for each patient.

Our regular price is 750 dhs per unit and 15,000 for Hollywood Smile. And the current promotion is 650 dhs per unit and 9,999 dhs for Hollywood Smile.

I suggest you check our patients' feedback, and before/after images on our Instagram page - queensmedicalcenterdxb. We have plenty of them. You can come for a free consultation with our smile experts and decide afterward whether you would like to go for it.



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## Question

What happens after 10 years when the warranty is over?

## Answer

In most cases, these crowns/veneers last a lifetime and chances are good that they will be totally fine even after 10 years. However, we take responsibility for 10 years which is a testimony of the quality and service that we promise.

---

## Question

What is Carbon Laser Peel? Does it give instant glow?

## Answer

Carbon is known for its magical ability to remove impurities and toxins. The carbon laser facial helps remove impurities and treat various common skin concerns from open pores and blackheads to dull and aged skin.

The treatment commonly helps reduce clogged and open pores, while stimulating the production of collagen and elastin, making your skin firmer, tighter, and more youthful.

The carbon laser facial is considered to be one of the safest treatments and it comes with no downtime.

You can visit this blog from our website to understand more about carbon laser: <https://www.queensmedicalcenter.ae/blog/getting-a-carbon-laser-peel/>

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## Question

### Benefits of Carbon Laser?

## Answer

- 1. Deeply cleansed skin:** Carbon laser peel is a perfect cleansing agent because carbon acts as an oil and contaminants absorber, which removes excess oil and dirt from deep pores. When the laser penetrates our skin, it destroys the contaminated carbon particles from the targeted treatment area and takes away the absorbed materials.
- 2. Exfoliation:** Along with carbon particles, carbon laser peel also destroys blackheads and dead skin cells that usually get absorbed by the carbon. As a result of exfoliation, you can experience smoother and radiant skin with an even tone and reduced pore size.
- 3. Rejuvenated skin:** Carbon peels activate and stimulate collagen production as they target the deep layers of the skin. Increased levels of collagen prevent our skin from sagging and provide a plump and firm look. Post the treatment, you can expect visibly rejuvenated skin.
- 4. Tighter skin:** As we mentioned above, carbon laser peel treatment boosts collagen production, making your skin tighter and giving it a more youthful appearance. Skin regeneration helps prevent fine lines and wrinkles that occur with age or due to an imbalanced lifestyle.
- 5. Removal of acne and excess oil:** The heat generated by carbon peels kills the bacteria, *Propionibacterium acnes*, which is responsible for causing acne. It also shrinks sebaceous glands that produce excess oils, resulting in less oil secretion and reducing pore congestion.
- 6. Reduced pigmentation:** Another benefit of carbon laser peel is reduced pigmentation. Skin pigmentation can happen due to various reasons, such as hormonal changes, sun damage, acne, inflammation, and drug reactions.
- 7. Non-invasive cosmetic treatment:** This cosmetic treatment is largely preferred because it involves a gentle and non-invasive procedure that does not harm your skin or surrounding tissues. You might feel slight tingling and warmth during the process, but that's all. In less than 30 minutes and with minimal to no downtime, you can get rejuvenated, radiant skin.

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## Question

Difference between Hydrafacial and Oxyfacial?

## Answer

Both HydraFacial and oxytouch help reduce pores, brighten and hydrate skin and improve the skin's texture

For both Hydrafacial MD and Oxy Facial (Gold Facial), we follow the same steps: Cleansing and exfoliation, extraction, and skin hydration.

The difference is in the brands. HydraFacial MD is from USA and OxyTouch is from Korea. Both the machines are great.

---

## Question

What is the best time to do a hormone test?  
Cost and other details.

## Answer

The best time of the month to do the hormone test is from the 2nd last day of the period to one day after the period. The hormones test can be booked directed with Rocelle and Dr. Mohammad will discuss the report with the patient

Hormones Test Cost 99 dhs (Result - 2 to 4 Days ).

Process: Patient needs to visit, Rocelle will take the blood and send to the lab.

Once the result is received, Rocelle will share it in the group. The call center will book the patient if he is interested in visiting.

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## Question

How much is teeth whitening? How many sessions are required?

## Answer

Hi, we have two brands for teeth whitening:

1. Philip Zoom - 699 dhs and Everbrite - 499 dhs.

Both whitening Brands are safe and effective and the result is up to 8 shades of whiter teeth in one sitting.

Philip Zoom is the most renowned teeth whitening system and is more gentle on your teeth and gums. You will feel less sensitivity than other brands, Zoom whitening session has three cycles of 15 min each. Everbrite whitening is done in one long cycle of 45 mins.





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Our Clinics:

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