

BALANCING ACT:  
PROVIDING CUSTOMER SERVICE EXCELLENCE  
WHILE PREVENTING BURNOUT

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Rivers & Roads Organizational Development





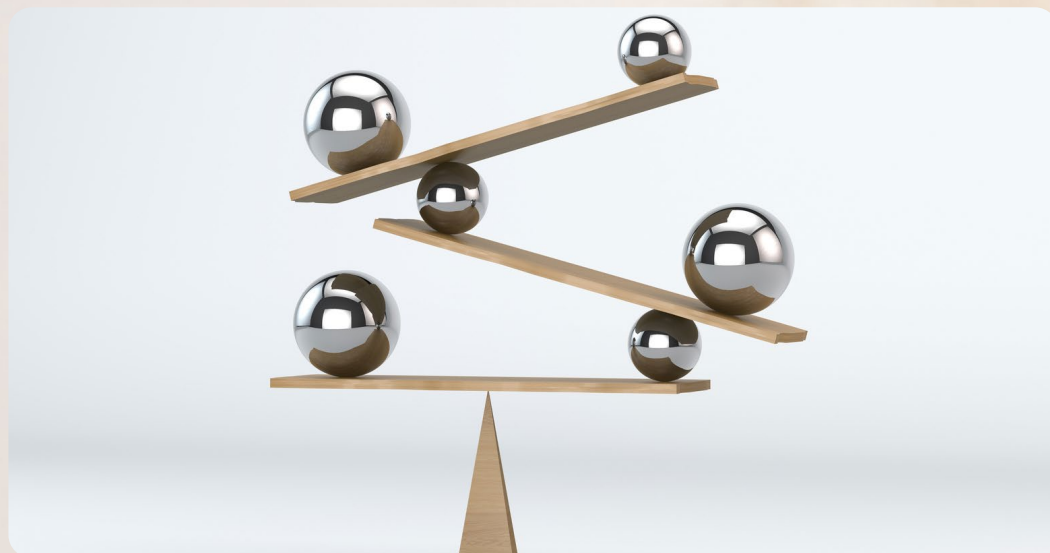
## C u s t o m e r S e r v i c e

- Importance of customer service
- Role of customer service for organizations
- Relationship between customer service and personal wellness



## B u r n o u t

- Definition and symptoms
- Causes and risk factors
- Self-care and self-compassion



## B a l a n c i n g A c t

- How customer service and burnout intersect
- Preventing burnout in times of stress
- Commit to making lasting changes

# Why me?

- Human resources + operations
- Healthcare executive 2018-2022
- Burnout survivor
- Passionate about helping people become their best selves at work



# Why the Topic?

- Burnout costs roughly \$160 billion/year in healthcare costs
- Leads to negative personal outcomes and decreased organizational health
- Work and life are complicated and challenging
- Our job is to balance this with the role we are trusted with every day: providing excellent customer service



What is  
under our  
control?

# Think of a Recent Interaction

- Think of a recent customer service interaction
  - Good or bad
- What stood out?
- What was the outcome?
- Will you be a repeat customer?



# Excellent Customer Service

- Consistent positive experience
  - Ensuring reliable service with every interaction
- Personalized and attentive interactions
  - Understanding and addressing individual customer needs, preferences, and situations
- Proactive problem solving
  - Anticipating potential issues and resolving them promptly and efficiently
- Anything you would add?

# Impact of Customer Service

- Developing trust and rapport with customers
- Fewer complaints leads to reduced resources spent on service recovery
- Increased employee satisfaction
- Positive work environment





# Burnout

How does burnout feel to you?

What does it look like at home?

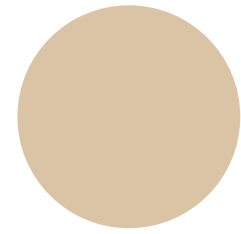
At work?

How does burnout feel in your body?

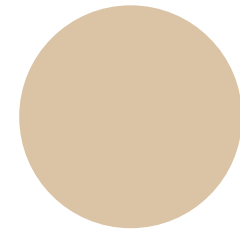




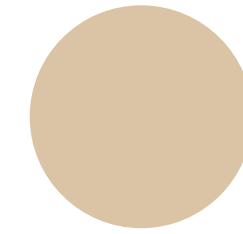
What are the  
messages we  
hear about  
burnout?



PHYSICAL  
HEALTH



MENTAL  
HEALTH



EMOTIONAL  
HEALTH

# Physical Health

- Find movement that moves you
- Prioritize your appointments
- Ensure sufficient sleep



# Mental Health

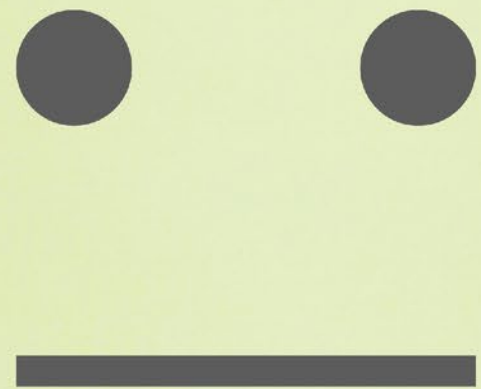
- Mindfulness
- Reflection
- Continuous learning
- Therapy and EAPs



# Emotional Health

- Stress management
- Understanding your rhythms
- Social connection
- Hobbies







# Reflection

Overlap Between  
Scores

# Reflection

Overlap Between  
Scores

Most Room for  
Improvement

# Reflection

Overlap Between  
Scores

Most Room for  
Improvement

Next Actionable  
Step

Intersection  
of Burnout +  
Customer  
Service



# Burnout Prevention Strategies

- Time management
- Boundaries
- Breaks & PTO
- Seeking support & resources



# Hardwiring the Changes



# Creating Sustainable Routines

Observe what works for you

Identify energy drains

Celebrate successes

Find an accountability partner

# Reality Check

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Does this feel approachable?

How would it feel to implement these strategies?

What roadblocks exist?

What support do you need?







Filled with Gratitude

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