

IMPLEMENTATION OF AN EFFECTIVE WEB BASED CUSTOMER CARE TO IMPROVE HOSPITALS' SERVICE LEVELS AND PROFITABILITY

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ABSTRACT

Customer service initiative increase patient satisfaction and loyalty and overall hospital quality, and many hospitals have found that patient demands can be met through initiating and maintaining customer service program. The main objectives of this study are to streamline Query Management System and track number of queries, nature of queries and their conversions and increase it to two times the current monthly conversions.

In this paper, the existing process flows were studied and identified the various lapses in the current procedures using FMEA and accordingly suggested the measures to provide better patient satisfaction and also generate revenue to the hospital. The paper also focuses on having an effective web or campaign tracking strategy which contributes for retention of the patients. Efficient web services and customer care not only help in creation and success of businesses but also contribute in significant growth of existing enterprise. The implementation of an effective web based customer care is a proven revenue generating source that can help to drive internal and external facets of hospitals growth and profits.

KEYWORDS: Customer Care, CRM, FMEA, MHC, QCGR