

Customer Care Training

Client: Ruaraka Neema Uhai Hospital
Date: 08th November 2019
Duration: 3 Hours, 30 Minutes
Team: Carol Mathai (Team Leader)
 Marrlyn Sarah (Trainer 1)
 Irene Karanja (Trainer 2)
Host: Victor Obuur (Hospital Administration)
Number of Participants: 33



Hospitals today, are now putting great emphasis on quality customer care because of the pressure of competition, patients' dynamic preferences on where to access healthcare service and a full realisation that a healthcare business environment is a customer centric reality.

A customer care training was organised by the management of Ruaraka Neema Uhai Hospital on 8th November 2019, where 33 participants from various departments attended. It was a very insightful training conducted by SafeCare Team and Healthcare Management Solutions (HMS) team from the PharmAccess Foundation.

29 out of the 33 participants who filled the evaluation form stated that the training met their expectations. However, one (1) of the participants suggested that the training can be improved, whereas the rest (28) were content that the training was **well done**.

The workshop began with introductions and general discussions about the expectations of the workshop by the participants, which were cited as follows

- How best to deal with clients / patients
- Know how to make the patients comfortable
- Learn how to deal with the harsh and stubborn patients
- How to handle the family of the bereaved after death of a loved one
- Relate well with patients coming from Surgery
- Problem solving skills especially the front desk persons

Customer care, was unanimously appreciated as a culture that the institution needs to adopt for better customer experience and relation. Ruaraka Neema Uhai customers were identified as follows

- Patients
- Relatives of staff
- Staff within hospital
- Family of staff
- Service Providers
- Insurance companies
- Visitors / Donors/stakeholders
- Government/Regulators/ & Suppliers
- Job Seekers
- Public (those accessible instantly on Social Media)

To ensure the sessions remained interactive and sufficiently engaging between the trainers and the participants, three groups were formulated to discuss and generate the benefits of good customer care as well as the consequences of bad customer care practices.

Group 1 – Champions Team

Benefits of Customer Care

- Maintaining customer loyalty
- Increase in Revenue
- Self Advertising / Good Public Relations
- Repeat clients
- Customer satisfaction
- Confidence of employees
- Gives a holistic marketing scenario
- Competitive advantage
- Employment opportunities

Effects of poor Customer care

- Reduction of clients
- Retrenchment
- Collapse of the organisation
- Revenue decrease
- Under development of facility
- Patient deaths

Group 3 - UnNamed

Benefits of Customer Care

- Customer Retention
- Institutional Growth
- Maintaining good working relationship
- Increases number of patients / customer
- Increase sales
- Good public relations
- Satisfaction of staff
- Product knowledge
- Quality services
- Job Opportunities / enhanced workforce

Effects of poor customer care

- Loss of customers
- Decreased revenue collection
- High turnover of staff
- Poor public relation
- Closure of business
- Patient lack of product knowledge
- New customers do not return
- Reputation suffers



Group 2 – Targetter

Benefits of good customer care

- Maintenance of customers
- Increase in productivity due to the uptake of services
- Satisfaction of clients
- Becomes a point of reference
- Leads to growth of the company
- Builds trust among the customers
- Markets the services of the facility
- Enhances public image
- Build good rapport with customers
- Create employment opportunities
- Networking with other companies

Effects of poor customer care

- Makes customers dissatisfied
- Low productivity due to lack of funds
- Mistrust or negative attitude
- Leads to stagnation of the company
- Loss of best employees
- Lack of experience and knowledge
- Damage reputation
- Leads to closure of the company
- Frequent change of management
- Leads to unemployment



Participant Feedback

What the Participants felt can be done before, during and after the training

- Time Management - beginning on time to cover more content
- More staff involvement for the staff training
- An evaluation to be done in the hospital to measure improvement after training
- Refreshments to be served - -
- Give reading materials on the trainings taught
- Increase the interactive sessions and group work
- Increase the font of the presentation and make it full screen
- Communication before the training will assist to prepare well

Participant remarks or suggestions

- More trainings that involve all the staff for sustainability of a positive culture of RNUH
- The Customer Care training was enlightening
- Presenters were good, informative and very insightful
- The sessions were interactive
- Early morning hours are preferable for training than afternoon
- All departments to be trained on Customer care, tailored to the service points eg. Morgue, Theatre
- More training on practicals, language and expressions when dealing with customers
- The company should appoint members of teams to be focal points of customer care, to assist their team members to improve the care given to the patients and other customers
- Proper communication within departments will improve on how the hospitals customer care culture works
- Reception and Front desk need more support on customer handling in addition to the rest of the hospital staff
- There should be improvements at the front/reception area
- A support staff should be tasked to assist patients on where to go after each service point
- Training time was very short