GENNEX

Swim-lane Diagrams

(CRM Systems)

BY:

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GROUP NUMBER: **6**

WEEKLY MEETING: WEDNESDAY 8:30 PM (ICE- BOX, HINDS HALL)

OVERVIEW

In today’s world where businesses are competing with each other, customer relations and satisfaction plays an important role in growing and sustaining businesses. Healthcare industry is no different, where patients seek access to best healthcare at low costs. Providing best healthcare with affordability is a challenge for the entire industry. To overcome this challenge at GenNex, we have implemented a customer relationship management system (CRM) which helps us to reach our customers and business partners. Our CRM systems also help us analyze the customer satisfaction levels and helps us to identify the gaps between the business processes and market needs.

We believe that our teams have developed a highly customizable system which not only addresses the current requirements, but which also considers the future needs.

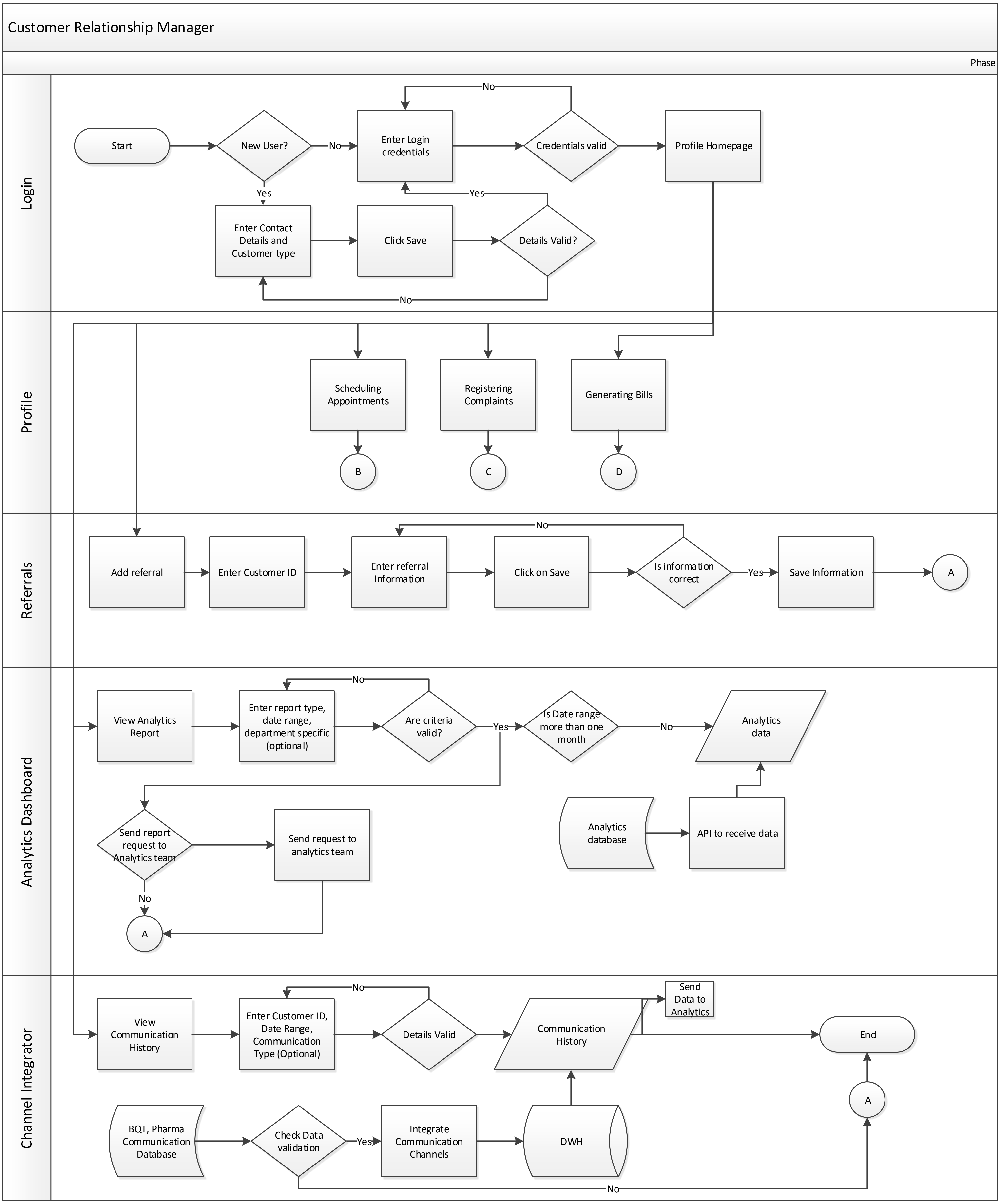
In today’s healthcare scenario, when a customer who needs a curative care comes to a diagnostic laboratory. The diagnostic lab has a set of steps and procedures by which patient is provided the services. From scheduling an appointment, billing the customer, conducting the diagnostic test and confidentially sharing the information regarding the test results with healthcare provider.

Our CRM system not only helps our traditional customers, but it also helps our internal teams where they are able to see the communication and sales channels and focus on improvement areas

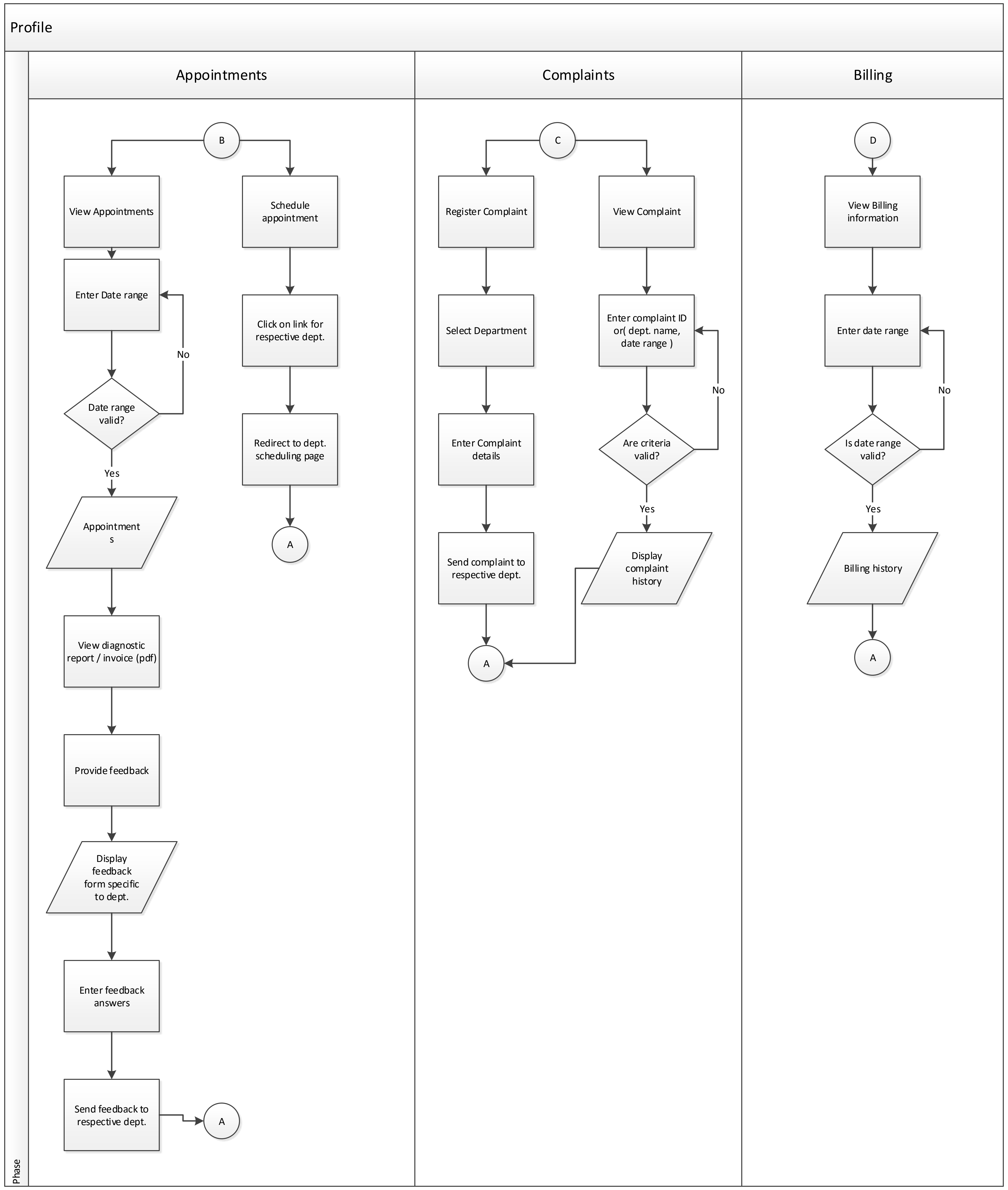
The value proposition of our CRM system is the interoperability of our system, interoperability of our CRM system allows us to interact with systems of our partners in a much more efficient and exchange information in much more better way.

Various functionalities of GenNex CRM system is listed as under:

- Scheduling appointments
- Billing information
- Diagnostic test submission and analysis
- Customer feedback integrator (Integrating various channels)
- Providing special referrals
- Customer record integrator



Customer Relationship Manager
Phase
Login
Start
New User?
No
Yes
Enter Login credentials
Credentials valid
No
Profile Homepage
Enter Contact Details and Customer type
Click Save
Details Valid?
Yes
No
Profile
Scheduling Appointments
Registering Complaints
Generating Bills
B
C
D
Referrals
Add referral
Enter Customer ID
Enter referral Information
Click on Save
Is information correct
No
Yes
Save Information
A
Analytics Dashboard
View Analytics Report
Enter report type, date range, department specific (optional)
Are criteria valid?
No
Yes
Is Date range more than one month
No
Analytics data
Analytics database
API to receive data
Send report request to Analytics team
Send request to analytics team
No
A
Channel Integrator
View Communication History
Enter Customer ID, Date Range, Communication Type (Optional)
Details Valid
No
Communication History
Send Data to Analytics
End
A
BQT, Pharma Communication Database
Check Data validation
Yes
Integrate Communication Channels
DWH
No



Profile
Appointments
Complaints
Billing
Phase
B
View Appointments
Schedule appointment
Enter Date range
No
Date range valid?
Yes
Appointments
View diagnostic report / invoice (pdf)
Provide feedback
Display feedback form specific to dept.
Enter feedback answers
Send feedback to respective dept.
A
Click on link for respective dept.
Redirect to dept. scheduling page
A
C
Register Complaint
Select Department
Enter Complaint details
Send complaint to respective dept.
A
View Complaint
Enter complaint ID or(dept. name, date range)
No
Are criteria valid?
Yes
Display complaint history
D
View Billing information
Enter date range
No
Is date range valid?
Yes
Billing history
A

Customer logins into the CRM system, where he/she needs to enter the login credentials. If the customer is registering for the first time on CRM system, he/she needs to make a new customer account.

Once Customer login credential have been validated, he is been redirected to Profile Dashboard.

At Profile Dashboard customer has option to choose what activity he/she wants to perform.

1. **Scheduling Appointment Details:**
   Customer can choose view appointment details, where he/she needs to enter the viewing date range. If date is valid, customer is able to view history of appointment scheduled.
   This also triggers, feedback mechanism.
   Customer has also an option to schedule an appointment where he/she is been redirected to respective department
2. **Reporting Complaints:**
   Customer can choose between view / report a new complaint. When customer chooses a new complaint, he /she is been asked to select the department from which they took services and write their concerns.
   Customer can view and search their complaint, the CRM system checks and validates the complaint parameters and displays the complaint
3. **Billing History:**
   Customer can see their billing details once it has been validated with the range of date, if bill lies within the date range. Bill is displayed on the system else an error message is thrown

Customer referrals: Customer can add a referral by entering customer ID and by entering referral information. If the information is correct, information is saved and referral is provided.

Channel Integrator: Internal teams who want to view on the integrated data source clicks on communication history, where they enter a range (within one year) to view all the sales and communication data.

The integration is done by validating the data format and integrated based on customer segments, once data is been integrated it is stored in data warehouse and sent to analytics team

Analytics Dashboards: Internal Stakeholders who want to view the reports, enters the date range and if the date range is valid, analytics reports are generated by using Analytics API's. Else if there is special request it is sent to Analytics Teams.