



# Laboratory Quality Management System

## Module 16: Customer Service

Venue:

Presenter:

Date:

# Introduction

The laboratory produces a product - the test results- for its customers. If the customer is not well served; the laboratory is not achieving its primary goal



# Learning Objectives

At the end of this module, participants will be able to:

Recognize the variety of laboratory customer groups;

Develop methods to measure customer satisfaction;

Discuss problems that may develop with customers;

Suggest solutions for customer service problems;

Discuss how quality management processes help the laboratory meet customer group needs and requirements.



# Module Outline

- ❑ Introduction
- ❑ The laboratory clients - the customer
- ❑ Assessing and monitoring customer satisfaction
- ❑ Customer satisfaction survey



# **Activity 16-1:**

## **Restoring Customer Confidence**

**Purpose:**

To allow participants to identify appropriate actions to take to restore customer confidence after a problem has occurred.

**Suggested Time:** 10 minutes



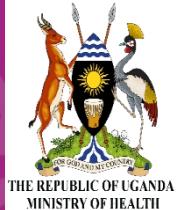
# Scenario

A few of your customers have complained about long delays in reporting HIV test results. You have confirmed that the delay is unreasonable and you solved the problem.

**How can you restore confidence with your customers?**



# The Quality Management System



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# Quality is meeting customer needs



Philip Crosby  
*Four Absolutes of Quality Management*  
1979



# Who is Responsible for Customer Service?



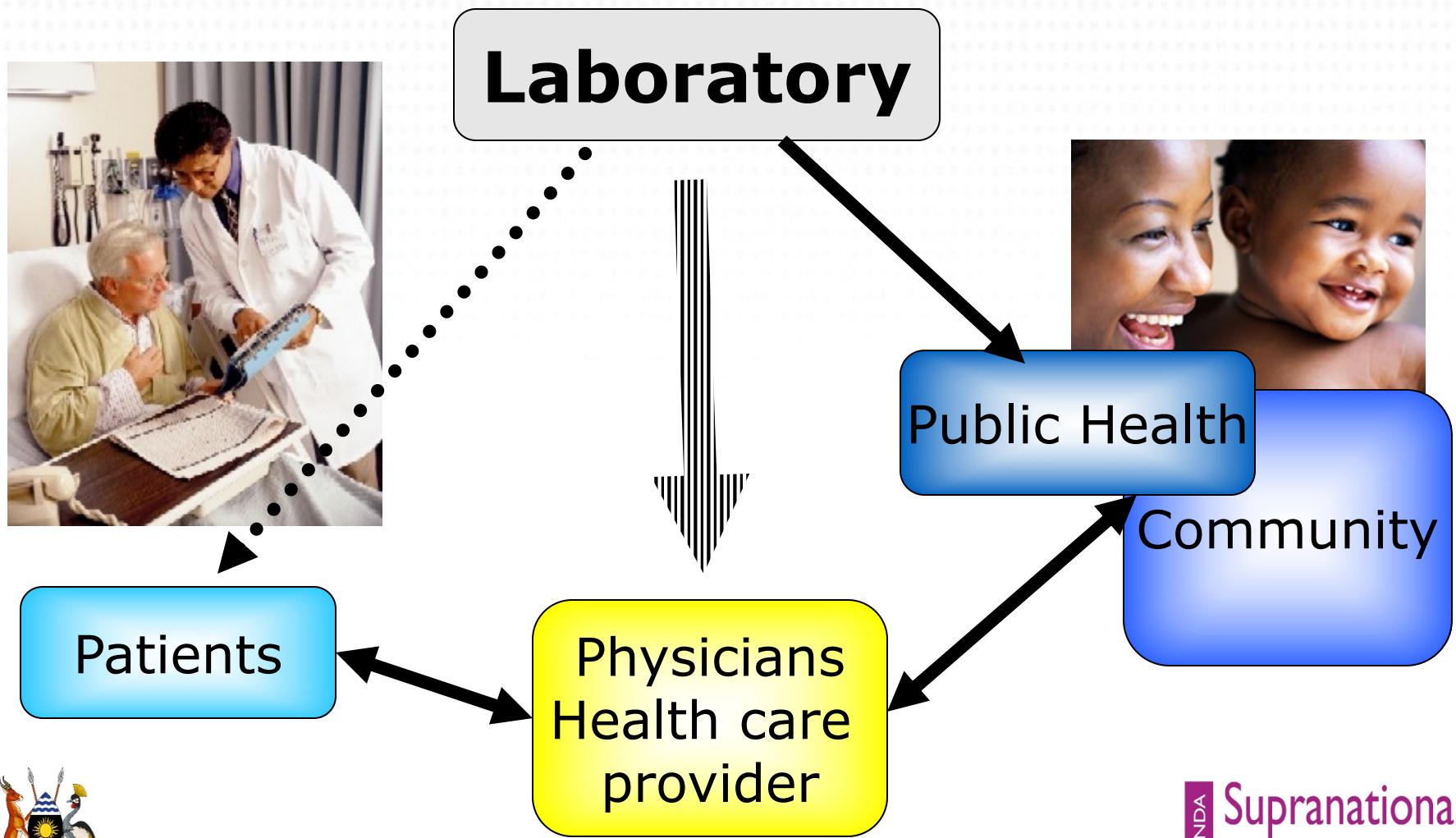
# Program for improving customer satisfaction

## Requires:

- commitment from all staff
- planning
- knowledge of monitoring tools
- resources

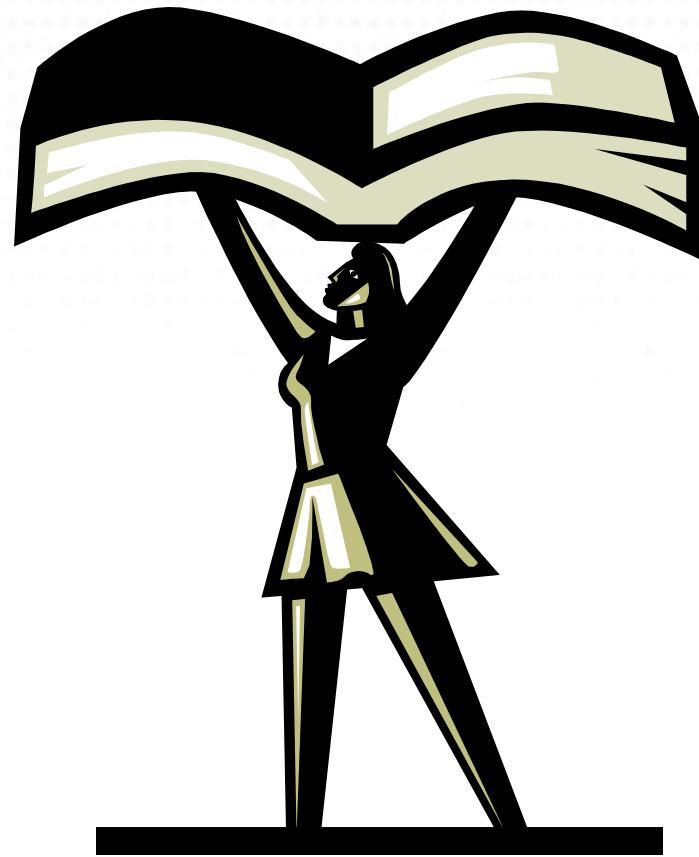


# 1. The Laboratory and its Clients

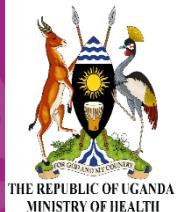
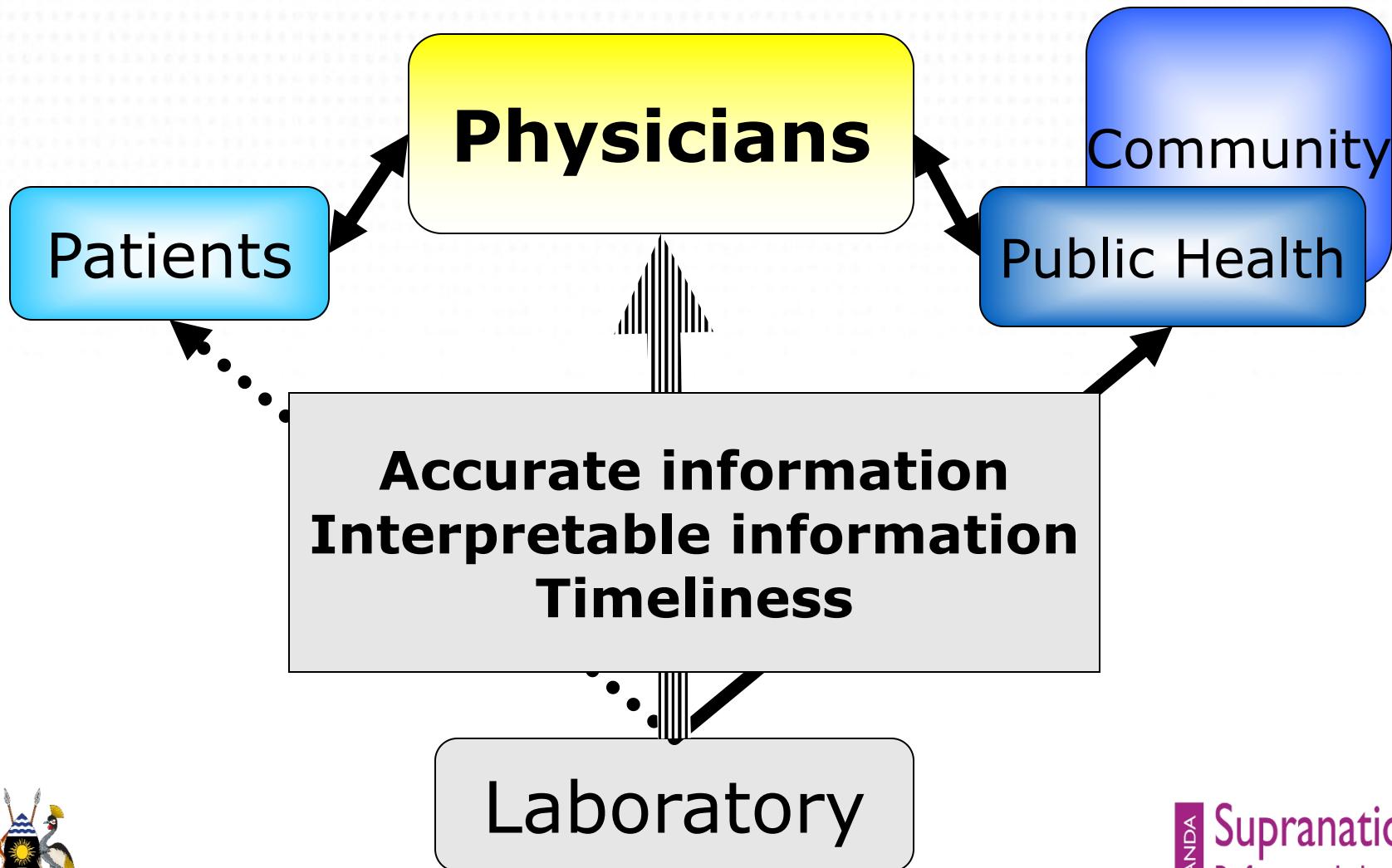


# The laboratory shall be legally identifiable

- ❑ name
- ❑ address
- ❑ director
- ❑ contact information
  - Ⓐ telephone
  - Ⓐ facsimile
  - Ⓐ electronic



# Physician Requirements



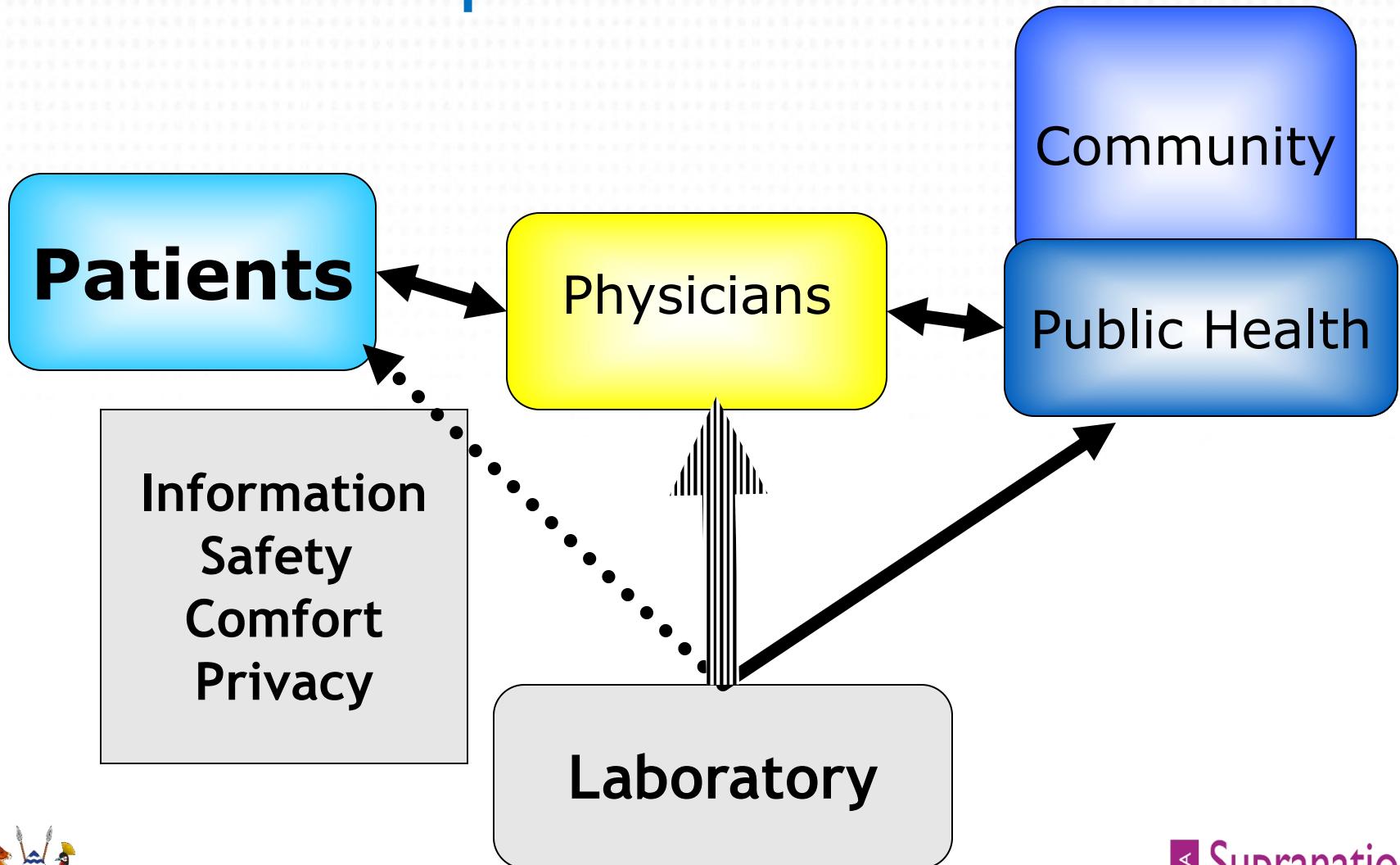
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# Actions to Meet Physician Requirements



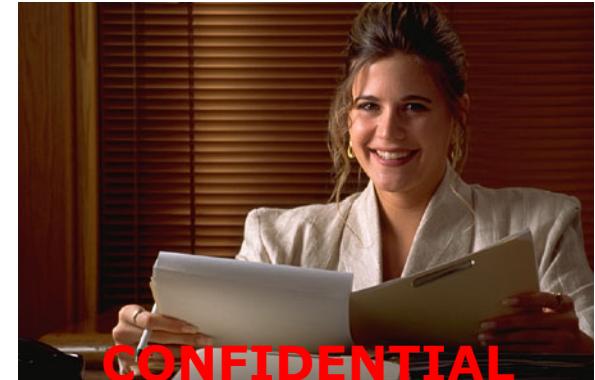
Preexamination	Examination	Postexamination
test menu collection manual requisition forms timely delivery system	competency assessment test validation quality control quality assessment sample control process management occurrence management	laboratory information system results verification timely results interpretable results timely delivery accurate delivery

# Patient Requirements



# Actions to meet patient requirements

- provide collection information
- provide collection facilities
- trained and knowledgeable personnel
- confidentiality of records
- maintenance of records



# Provide information for patients

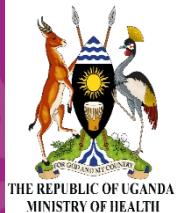
- laboratory address and location -directions
- hours of operation
- bilingual/  
multilingual staff



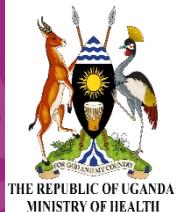
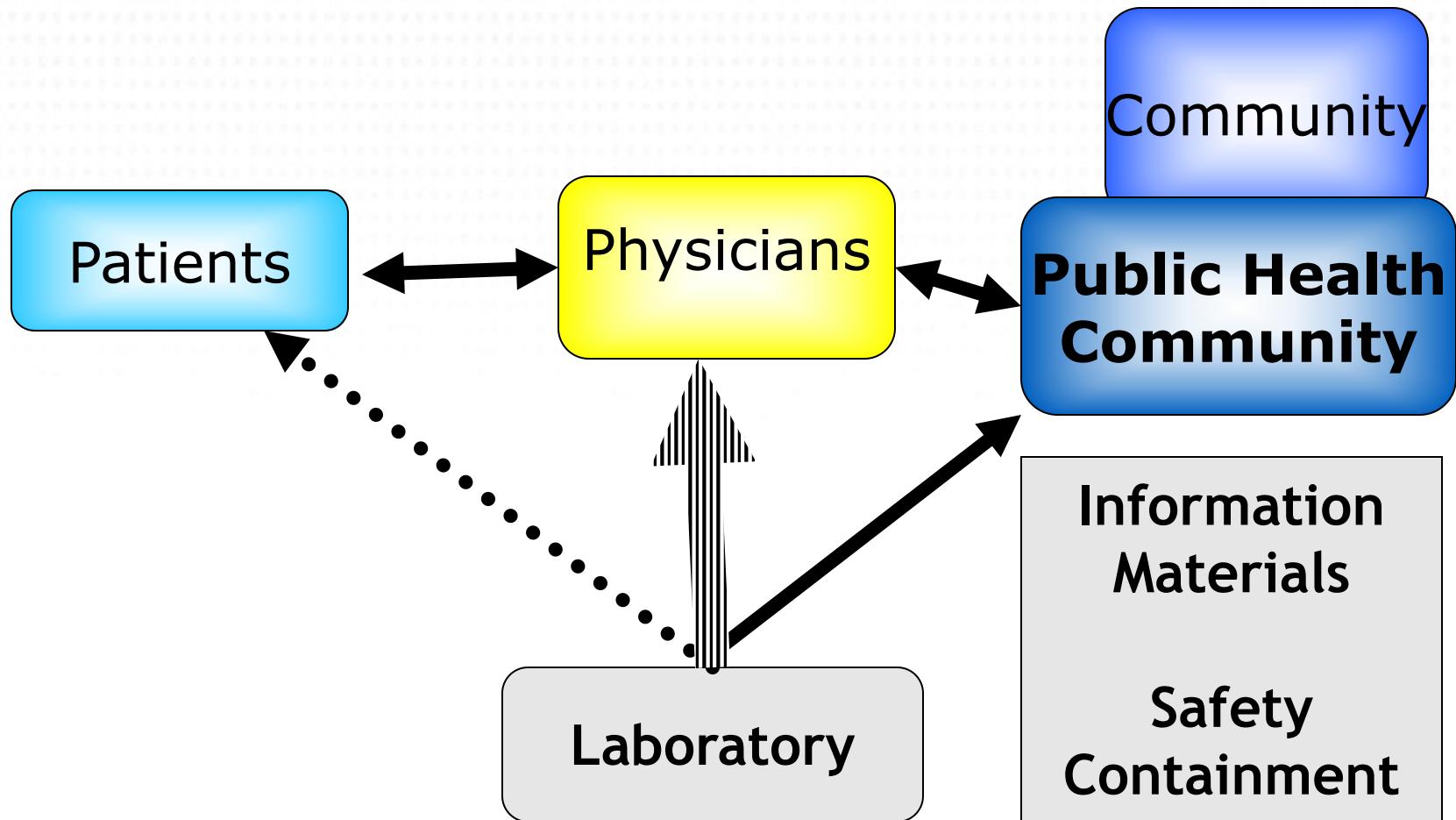
# Collection Requirements

- patient identification
- patient preparation
- type of sample required
- type of container needed
- labeling
- special handling
- safety precautions





# Public Health Requirements



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# Meeting the Community, Public Requirements

Waste management

Communicable disease alert, surveillance, and response

Safety

Transport of dangerous goods

## Laboratory

Security

Containment



# Client Requirements

Laboratory inspected and accredited to high standards



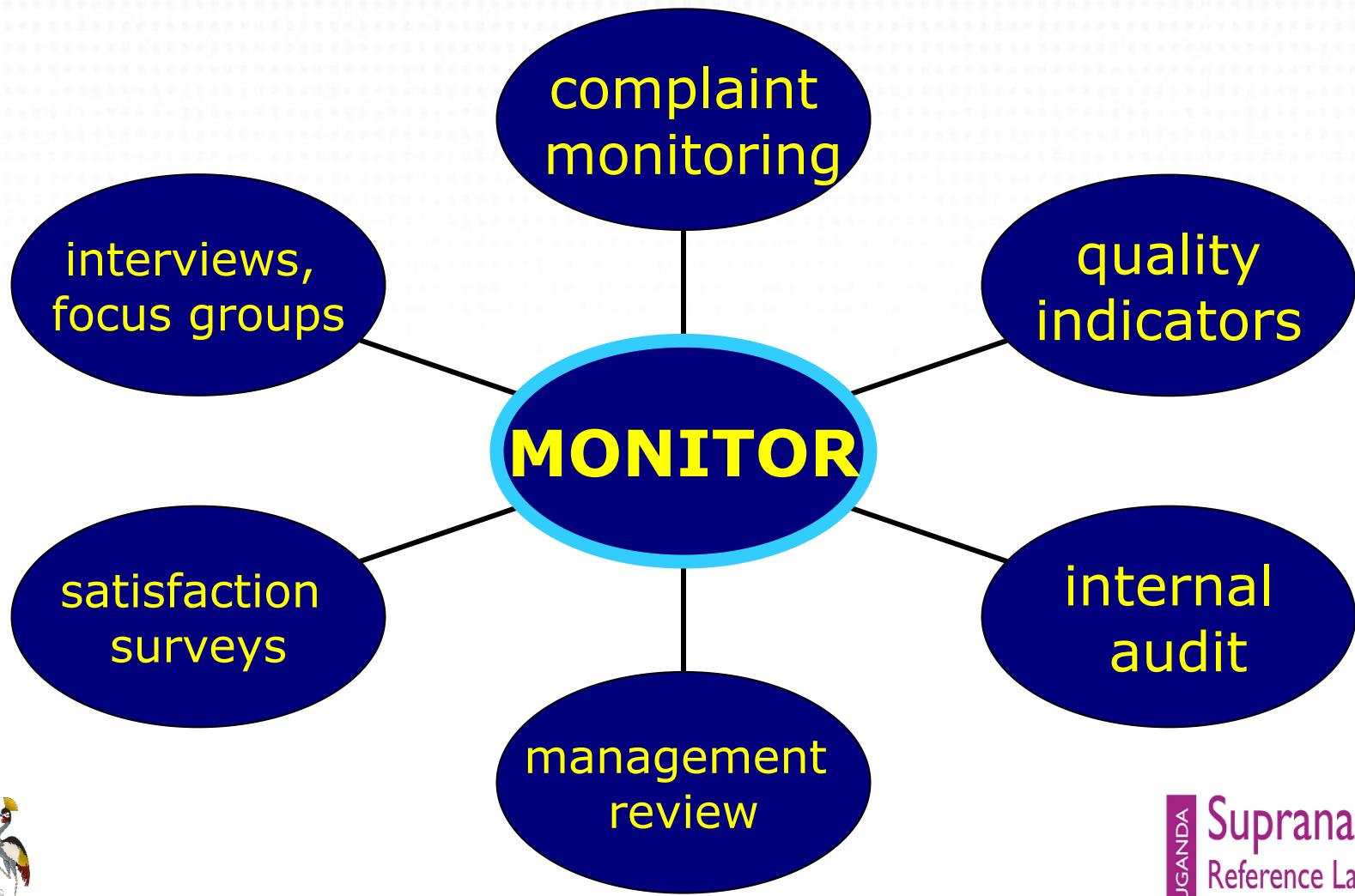
**Customer service is an  
integral part of a  
quality management system**

## **Good customer service provides:**

- valuable information for best patient care
- valuable information to improve surveillance
- professional image of laboratory



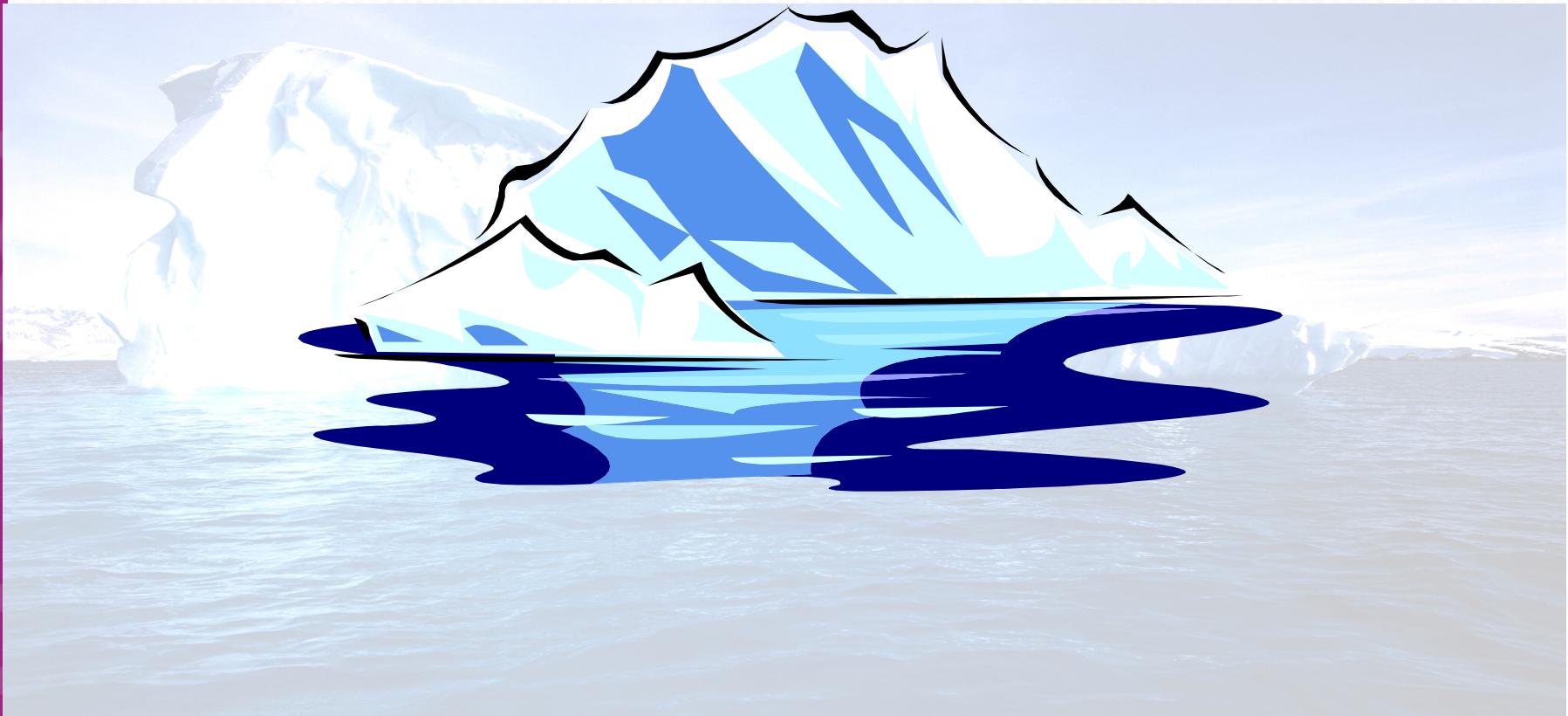
## 2. Methods for Assessing Customer Satisfaction



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# Received complaints may reflect only the “Tip of the Iceberg”



# Complaints

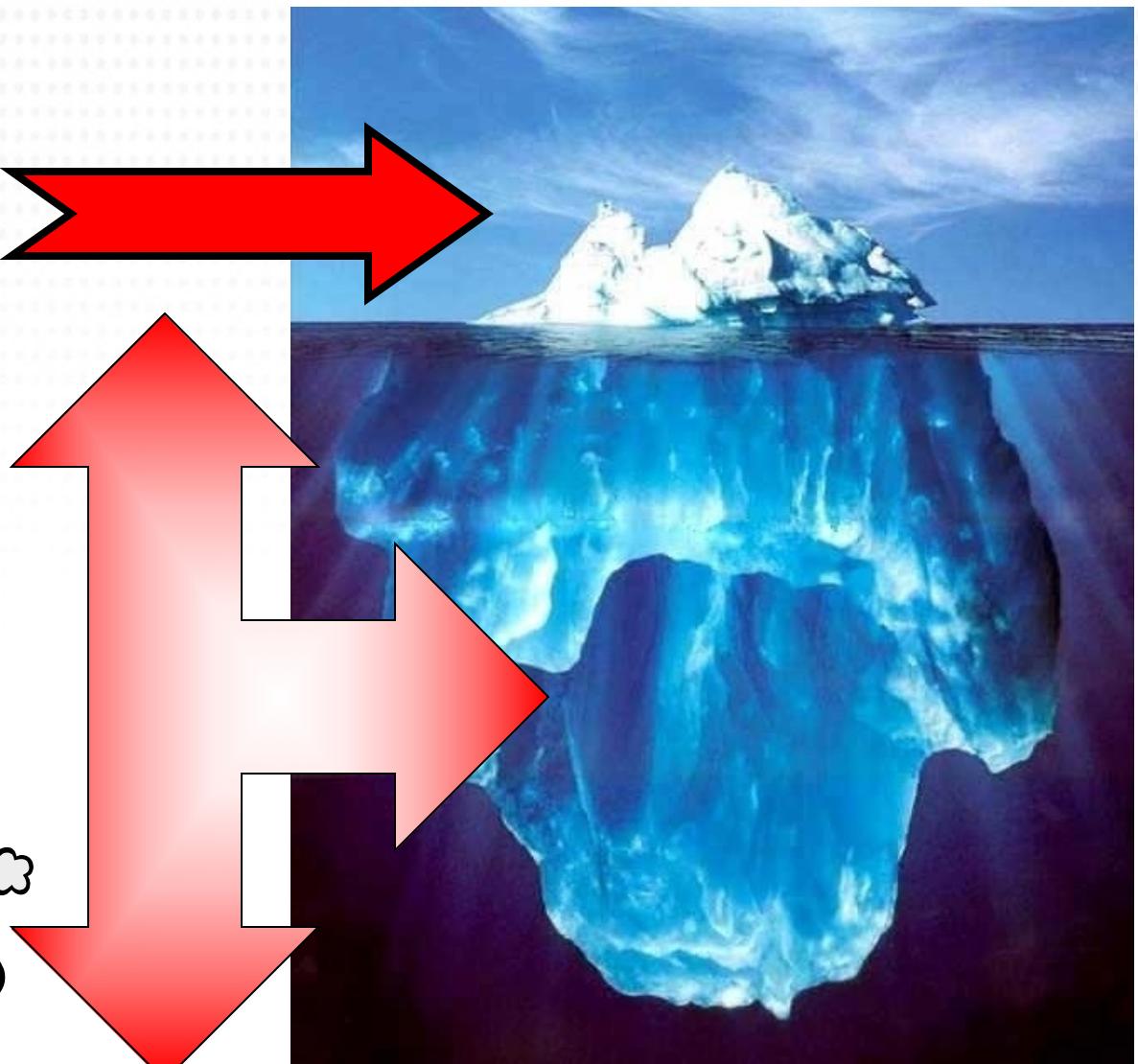


Actual  
dissatisfied  
customers!



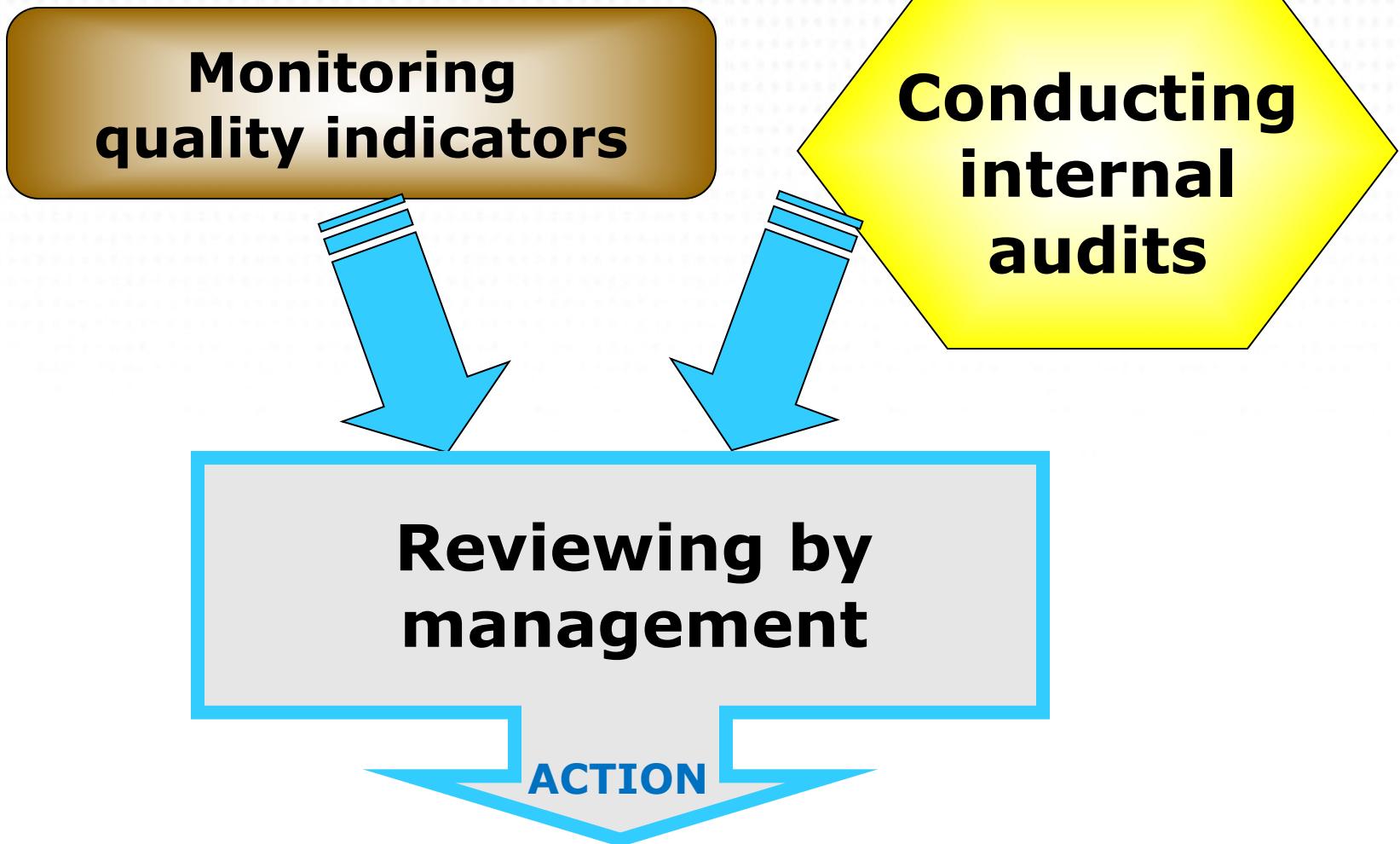
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# Assessment Methods



# 3. Customer Satisfaction

## Survey

Customer surveys are  
a requirement of  
quality  
management  
systems  
(ISO 9001)



### QUALITY LAB SERVICES

Please help us improve our patient services by  
completing this questionnaire.

Thank you for helping us to be a better laboratory.

Laboratory Customer Service Questionnaire			
Date of visit:		Time (hour):	Day Evening
Your age:		Your gender:	Male Female
No.	Question	Please circle your answer	
1	Were you treated with courtesy and caring?	Yes	No
2	Was everything explained clearly?	Yes	No Please explain
3	How long did you have to wait?	No wait	Specify:
4	Was the wait comfortable?	Yes	No
5	Was the patient room clean?	Yes	No
6	If you had a needle stick (venipuncture) was it comfortable?	Yes Not painful	No, painful Please explain
7	Please rate your overall experience with your visit today.	Excellent Good Satisfactory	Not very good Poor
8	Was it easy to find the laboratory?	Yes	No
9	Are the hours of service convenient for you to visit the laboratory?	Yes	No When is better for you to visit?
10	What can we do to serve you better?		
11	Do you have a specific comment or question?		



# Customer Surveys

analyzed  
in a timely  
manner

planned

organized

Successful  
surveys

no leading  
questions,  
unbiased

pre-tested



# Survey Interview Tips

- write out questions in advance
- ask specific questions and an open-ended question
  - provide honest feedback

**“How could the laboratory improve its service to you?”**



# Focus groups

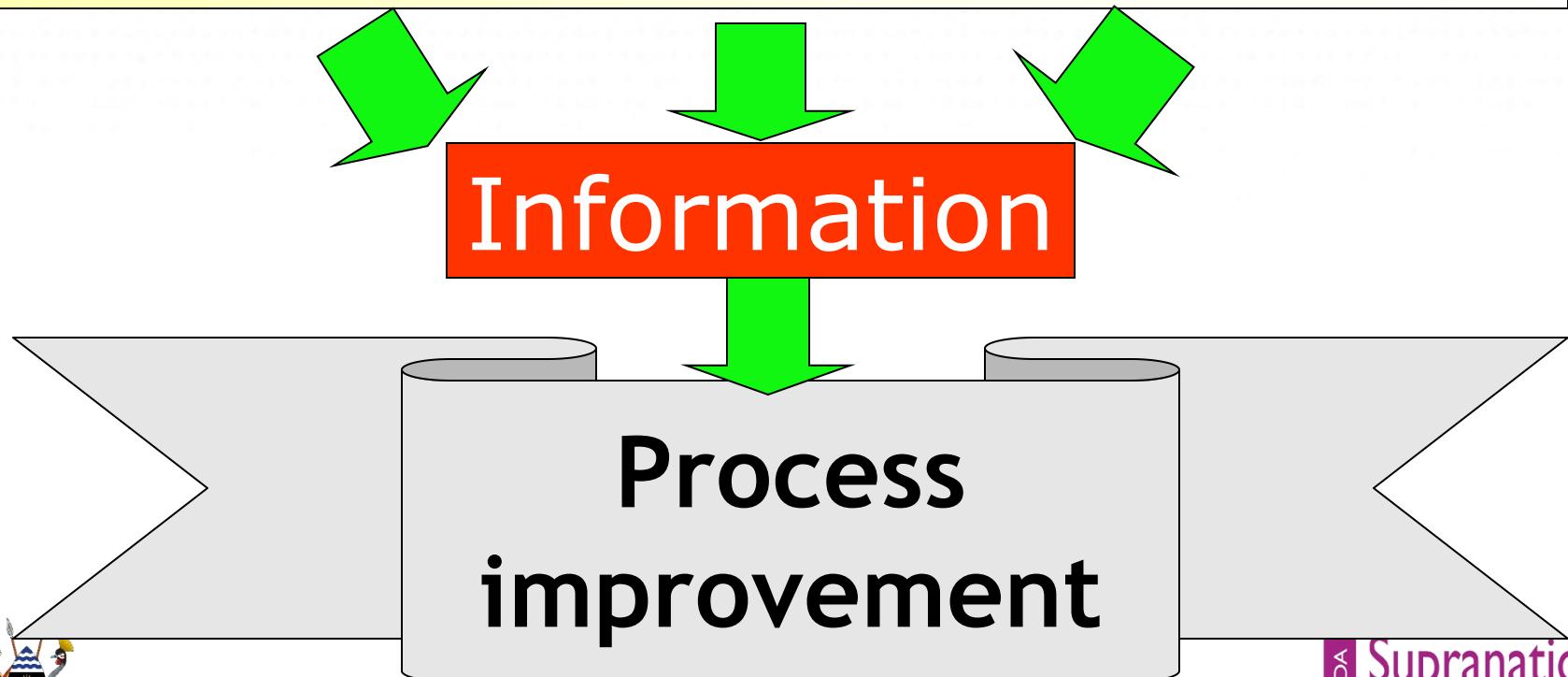
When conducting focus group discussions, consider:

- using small groups of 8-10 people
- including people with diverse backgrounds and laboratory needs
- start by asking questions that build trust
- develop a focus group guide for consistency between groups
- ask only open-ended questions  
—not “yes or no”.



# Measuring Customer Satisfaction: Opportunity for Improvement

## Surveys, indicators, audits



# Activity 16-2

## Planning a Customer Satisfaction Survey

### Purpose:

To provide participants with an overview of how to put together a written customer satisfaction survey.

Suggested time: 10 minutes

### Instructions:

- Plan a short written customer survey to assess if patients are satisfied with sample collection in your laboratory.



# Activity 16-2

- Plan a short written customer survey to assess if patients are satisfied with sample collection in your laboratory.
- Consider what information you will want to collect, and how best to phrase questions to get specific customer satisfaction responses about:
  - timeliness
  - comfort
  - privacy
  - safety



# Test Questions



Microsoft Word  
7 - 2003 Document



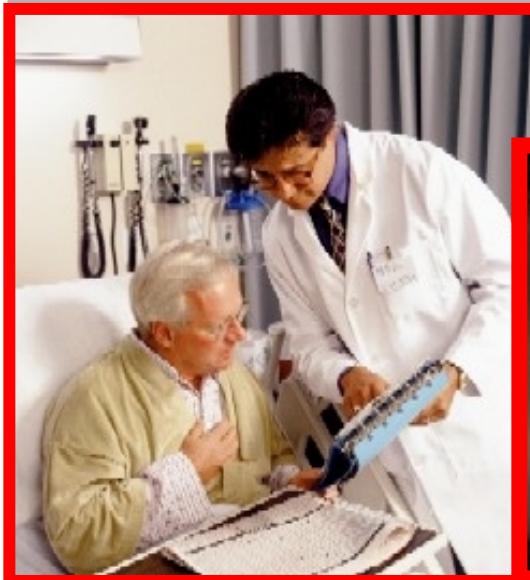
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# An active Quality Management System ensures laboratories meet all client requirements



# Assessment

1. Who are your laboratory customer groups.
2. How do you measure customer satisfaction.
3. Discuss problems that may develop with customers.
3. Suggest solutions for the above customer service problems.
4. Discuss how quality management processes help the laboratory meet customer group needs and requirements.



# Summary

Customer service is an integral part of a quality management system. It is important for the laboratory to:

- have commitment to process
- conduct planning and monitoring
- know and understand clients and their needs
- provide resources for program



# Key Messages

- Meeting customer needs is a primary goal of the laboratory
- An active quality management system ensures laboratories meet all client requirements
- Everyone in the laboratory is responsible for quality, and therefore for customer service



# Reference

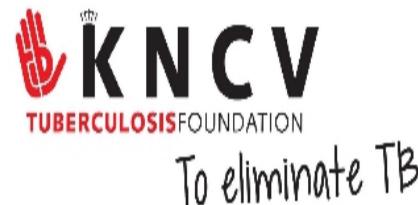
- ISO 15189:2012 Medical Laboratories - Requirements for Quality and Competence  
« Clause 4.4, 4.5, 4.14.3»

CLSI

ASLM



# Acknowledgement



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