



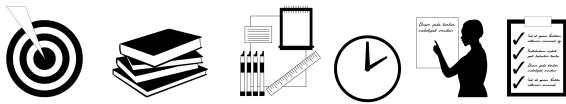
Laboratory Quality Management System (LQMS)

(Module 16)

Customer Service

Acknowledgements

This Module was prepared by Beatrice Orena



PURPOSE: To provide the participants with the rationale and the process for developing a program for monitoring and improving customer service.

LEARNING OBJECTIVE:

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.

MATERIALS:

1. PowerPoint slides or transparencies
2. Overhead projector or computer with an LCD projector
3. Prepared flipchart, white board, or chalk board
4. Paper cards, markers, and tape
5. Additional handouts as required.

TIMELINE: 90 Minutes

METHODOLOGY:

1. Lecture
2. Discussion
3. Exercise

ADVANCE PREPARATION:

1. Printing participant activities 16-1 and 16-2
2. Familiarize oneself with the slides
3. Read facilitators Notes and ISO 15189 Standard

FACILITATORS STEP-BY STEP INSTRUCTIONS:

1. Welcome and Introduction
2. Present module overview
3. Ask Questions in between the presentation to actively involve participants.
4. Continue the presentation
5. Recap presentation using the Assessment questions
6. Ask if there is any question.

FACILITATORS NOTES

Refer to the trainers notes attached

Refer to the trainer's activity guide attached

SLIDE OF POWERPOINT PRESENTATION



SITUATION ANALYSIS/ EXERCISES

Give the participants a copy of the following scenario and/or show it as a slide (Presentation 16, slide 4). Allow 1 minute for them to read.

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

Ask the question:

How can you restore confidence with your customers?

ASSESSMENT REVIEW

Suggested test questions (with answers bolded) for this module include:

1. List four customers of the laboratory
 - a. **patient**
 - b. **health care provider / physician**
 - c. **public health officials**
 - d. **community**

Refer to Content sheet 13-2 for additional answers.

2. When developing a written questionnaire to measure customer satisfaction it is best:
 - a. to focus questions only on satisfaction with accuracy of test results.
 - b. to use questions with only “yes” or “no” options
 - c. to send the same survey to all customers including patients and physicians
 - d. **to allow customers to write their own comments**
3. Meeting the requirements of customers is important because:
 - a. **customer satisfaction is essential to quality management**
 - b. customers know a lot about how the laboratory should operate
 - c. customers are always right
 - d. upper management will always support the customer

REFERENCES

- CLSI – Standards, guidelines, and best practices for quality in medical testing
- WHO – Laboratory Quality Management System - Handbook
- ISO 15189 – Medical laboratories – Requirements for quality and competence