



The **5** *Rules* of
Customer Experience
Every Healthcare
Executive Needs
to Know



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Introduction

For healthcare organizations, customer satisfaction encompasses patient and provider satisfaction, loyalty, quality of service and care, and even compliance. And for all, customer experience (CX) is the name of the game. In the highly competitive healthcare market, delivering a frustrating experience to a high volume of customers can seriously impact the bottom line. Improving CX takes focus, but it does not have to be difficult...or expensive. So why do so many organizations ignore opportunities to improve?

These five rules will open your eyes to the possibilities. Their application can help you generate the continuous improvement needed to sustain a positive customer experience and achieve all the benefits that follow.

Rule 1 Get proactive.

In the age of information immediacy, managing customer experience (CX) has gotten complicated. Your customers need the most up-to-date data precisely when and where they choose, or they are not satisfied.

In some cases, this can also impact how care is selected, approved, delivered, or followed up on — and extends far beyond simply sharing information to impacting the quality of care. ***Meet these needs by getting them what they want faster...easier... better.***

Rule 2 Understand (and meet) customer goals.

It's typical for a member or provider to want to speak with a live agent. But why? Because the goal of the call cannot be achieved quickly and easily and your self-service may not be able to address their needs. ***Knowing what your healthcare customers are looking to get out of their interactions is the first step toward optimizing CX and reducing customer service costs.***

Delivering and requesting information from a member or provider through self-service — routinely or for specific issues — also goes a long way to improving CX while making your healthcare organization more proactive.

Rule 3 Ensure efficiencies... for customers.

The customer experience is not a single interaction with a single system or agent. It evolves over time and across experiences.

Even a poor customer perception can be overcome if you make interacting with your organization quick and easy.

And look at all the ways you can do so:

- *Call deferral/call back*
- *Email, Fax, Web*
- *IVR router/transactional phone*
- *Outbound notifications*
- *Pay-by-phone*
- *Pay-by-Web*
- *Ready Response secure voicemail*
- *Surveys*
- *Text/SMS, 1-way AND 2-way*
- *Verifications*

Rule 4 Remember,
it's personal.

Often, when a healthcare organization takes a one-size-fits-all approach, poor customer experience is the result. Embed personalization to improve the customer experience.

Make every customer feel like the most important customer.

Rule 5 The status quo
is not OK.

Too many organizations set their customer contact strategy and then forget about it. But, the key to avoiding the pain...and cost of sub-optimized customer experience is continuous improvement. A proactive, quantitative focus on improving customer satisfaction can drive loyalty, retention, and growth across your customer base.

Never stand still. Measure...analyze...improve. Then repeat.

The **6th** Rule

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