# Customer Service

Prepared by Prishita Vora – Healthcare Operations Consultant

## Patient Experience Audit

Why Patients Don't Come Back

### 1. FIRST IMPRESSION (ENTRY & RECEPTION)

- ☐ Patients are acknowledged within 10 seconds of arrival
- ☐ A clear reception point is visible immediately upon entry
- ☐ Reception staff maintain eye contact and a welcoming presence
- ☐ Staff greet patients in a respectful and professional tone
- ☐ Reception area is clean, organised, and free of clutter
- ☐ Seating is adequate, comfortable, and well-arranged
- ☐ Signage is clear (registration, billing, consultation flow)
- ☐ Patients are not left standing or unsure of where to go
- ☐ Staff appearance reflects professionalism (uniform, ID, grooming)

### 2. WAITING EXPERIENCE

- ☐ Waiting times are clearly communicated at registration
- ☐ Patients are informed proactively of any delays
- ☐ Staff provide updates if waiting exceeds expected time
- ☐ Waiting areas are calm, quiet, and well-maintained
- ☐ Environment is comfortable (seating, lighting, ventilation)
- ☐ Patient flow is controlled to avoid overcrowding
- ☐ Patients understand their position in the queue
- ☐ No patient is left waiting without acknowledgement
- ☐ High-risk or urgent patients are prioritised appropriately

### 3. STAFF INTERACTION & PATIENT HANDLING

- ☐ Staff introduce themselves and their role clearly
- ☐ Patients are addressed respectfully (formal name or title)
- ☐ Staff use professional, non-casual language
- ☐ Eye contact and active listening are consistently maintained
- ☐ Staff explain processes, procedures, and next steps clearly
- ☐ Patients are given the opportunity to ask questions
- ☐ Staff demonstrate empathy, patience, and attentiveness
- ☐ Communication is clear, simple, and free of medical jargon
- ☐ Patients are not rushed or dismissed during interactions
- ☐ Staff maintain professionalism even during busy periods

### 4. COMMUNICATION & INFORMATION CLARITY

- ☐ Patients understand what will happen during their visit
- ☐ Instructions (tests, pharmacy, follow-up) are clearly explained
- ☐ Staff confirm patient understanding before proceeding
- ☐ Billing and costs are communicated transparently
- ☐ Patients are informed of delays, changes, or next steps
- ☐ No conflicting information is given by different staff members
- ☐ Language barriers are appropriately managed (clarification, translation if needed)

Professional Disclaimer
The information contained in this guide is intended for general advisory purposes and should not replace official regulatory guidance issued by the Ministry of Health or relevant regulatory authorities.

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### 5. DISCHARGE & EXIT EXPERIENCE

☐ Patients are clearly guided on next steps before leaving
☐ Follow-up instructions are explained and understood
☐ Prescriptions and medication instructions are clear
☐ Billing process is smooth, transparent, and efficient
☐ Patients are not left waiting unnecessarily at exit points
☐ Staff close the interaction professionally and respectfully
☐ Patients leave knowing what to do next
☐ No patient leaves confused, frustrated, or ignored

### 6. SERVICE RECOVERY (CRITICAL AREA)

☐ Staff respond immediately to patient complaints
☐ Complaints are acknowledged without defensiveness
☐ Patients are listened to and taken seriously
☐ Issues are resolved or escalated promptly
☐ Staff apologise appropriately where necessary
☐ There is a clear process for handling dissatisfied patients
☐ Feedback is documented and reviewed

### 7. OVERALL PATIENT PERCEPTION

☐ The facility feels organised, calm, and well-managed
☐ Staff appear coordinated and in control
☐ Patients feel respected and acknowledged throughout
☐ The environment reflects safety, cleanliness, and professionalism
☐ The experience feels consistent from entry to exit

### FINAL ASSESSMENT

If gaps are identified in:

- 1-3 areas → Minor service inconsistencies
- 4-6 areas → Moderate patient experience gaps
- 7+ areas → High risk of poor retention and negative word-of-mouth

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