



## Patient Experience: The New Art of Incorporating Great CX into your PX (Patient Experience) Program.

THE CONCEPT OF CX (CUSTOMER EXPERIENCE) HAS BEGUN TO INFILTRATE NEW AND MORE NON-TRADITIONAL SECTORS. THESE INCLUDE HEALTH-CARE, CHILD-CARE AND AGED-CARE. WHEN YOU STOP AND THINK ABOUT IT, IT MAKES COMPLETE SENSE. IN FACT, MOST SURPRISINGLY, THESE INDUSTRIES WEREN'T THE INITIAL TRAIL-BLAZERS OF CX.

The experiences that we have with these providers are critical and impact ourselves and our nearest and dearest.

They tend to dominate dinner conversations and are the ones we are most likely to seek out recommendations for from those we trust, and publicly shame or praise.

If done correctly, CX represents an exciting opportunity for positive change within these sectors for -

- the users of these services, and their family members
- the providers themselves, and the employees that work at these establishments
- the community in general, who at some point will be reliant on their services

**Before embarking on such an initiative, it is important for service providers within these sectors to stop and learn from the experiences of others.**

**They need to understand the outcomes they are trying to achieve.**

Organisations who do CX well within the private-sector "don't just do CX for the sake of doing it". CX is a core component of their offering, and represents how they differentiate from others. Likewise, they understand the commercial objectives they are trying to achieve. For example –

- Increasing customer acquisition – via referrals.
- Reducing cost to serve – through identifying processes that result in inefficiencies.

For service-providers to be successful they must first identify and clearly articulate this underpinning need and measure it on an ongoing basis.

**They need to select CX metrics that directly relate to their specific objectives**

Within health-care, the more progressive service providers have up until now, primarily focused on using CSAT as a means of obtaining feedback. What they have found however (as reported in an article



published by the Sax Institute for the Australian Commission on Safety and Quality in Health Care in 2015) is that “patient satisfaction is subjective and fails to portray accurately the nature of the care experience”.

So why has CSAT been found to be problematic? As reported in a presentation entitled '*The Patient Experience is Not Patient Satisfaction*' there are a couple of underpinning reasons –

- Satisfaction is a judgement about whether expectations were met and as such, is influenced by several factors including patient expectations, disposition, time since care and previous experience and
- There is a tendency for patients to give a positive satisfaction rating even in the face of a negative experience unless they believe that the poor care is under the direct control of the person they are evaluating.

Likewise, that the feedback and subsequent initiatives raised do not lead to an improvement in the quality of care.

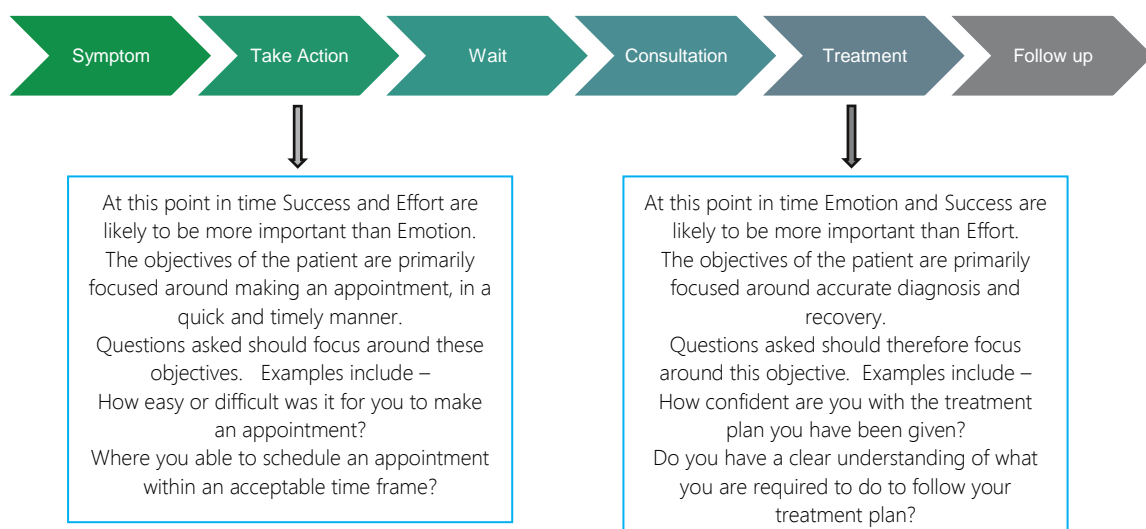
### So, what metrics should the service sector use?

As with the private sector, organisations need to go back to their brand promise and map out the key drivers, for personas, at key moments of truth throughout the user’s end-to-end journey. Through doing this they are better placed to create a meaningful set of measures that will elicit feedback, that when acted upon, will deliver the desired outcomes.

In addition, when designing measurement methodologies, service providers need to evaluate all three of the following aspects of the Customer Experience, as outlined by Temkin Group -

- Success – degree to which customers can accomplish their goals
- Effort – the difficulty or ease in accomplishing their goals
- Emotion – how the interaction makes the customer feel

The weighting given to each of these will change, based on the specific nature of the key moment of truth, however all three elements must be accounted for.



This type of careful qualitative and quantitative research will help service providers make informed decisions and avoid making costly errors that are associated with less rigorous approaches.

## Monitor Results

Once the service-sector has commenced collecting feedback, throughout these key moments of truth, across key segments, they must continually challenge, test and evaluate the relationship between a shift in score in the CX metric and the business outcome.

For example, if a hospital is looking at the effort expended during the admissions process, they might hypothesise that if they reduce the amount of effort that the number of incomplete enrolments and subsequent follow up is reduced. This should be quantified and ultimately converted to cost savings.

If a causal relationship is established between the CX driver and business outcome, it is necessary for the service provider to introduce key performance indicators (KPI's) that can drive the desired behaviours and improve the users experience. At the same time, they must also look for formal and informal policies, processes and guidelines that reinforce undesired and conflicting behaviours.

## **They need to engage staff and treat this shift in focus as an organisation wide initiative**

If the benefits are to be realised, it is necessary for the CX strategy to resonate with frontline staff. As outlined in the Cabrini Patient Experience Strategy, a patient centred approach must also address the experience of staff, as the ability or desire of staff to effectively care for patients is compromised if they are not fully engaged.

The impact frontline staff have on business results has been extensively documented in CX related research and is referred to as the Engagement-Profit Chain. And as outlined by Temkin, in the 6 laws of Customer Experience – unengaged employees don't create engaged customers.

Accordingly, for service providers to be successful in implementing a cultural shift to a more user centred culture, they cannot neglect to address employee engagement in parallel.

The need to engage staff has been recognised throughout the health sector and is a major obstacle to success. Worryingly, in a study conducted by Bain & Co, physicians working in hospitals throughout Europe are unlikely to recommend their own organisations as a place to receive medical treatment.

On a more positive note, those providers that invest in creating and communicating the right CX strategy, including vision, structure, systems and processes score 50 NPS points higher with their own physicians when they feel inspired and aligned, than those that don't.

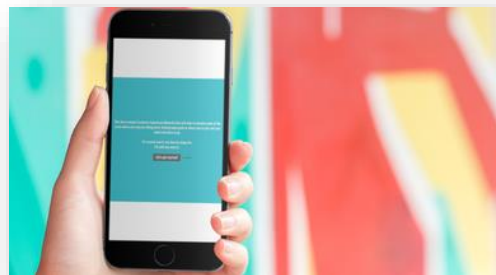
## **So where does CentraCX come in?**

CentraCX is a platform that enables you to collect, analyse and action feedback about the user's experiences. It is a cloud based tool survey tool that gives you real-time insight into CX metrics. CentraCX is a specialist provider of hassle-free and flexible cloud based software that enables organisations to ask, monitor and action customer experience feedback.

Survey feedback is derived through a number of sources and designed to capture the 'Voice of the Customer'; specifically, qualitative and quantitative information on what they feel about their customer experience with the service provider - both good and bad.

## Take our 3 minute Customer Experience Assessment to see just how close you are to your customers.

Our three minute Customer Experience Assessment will help to identify some of the areas where you may be falling short, kicking huge goals or where you're just not sure which direction to go when it comes to asking the right questions, at the right time for the right reasons. All answers are confidential and we will never share your information with any third parties. The assessment is based on industry-lead CX best practice methodologies.



## What is Centra CX?

CentraCX is a cloud based Voice of the Customer (VoC) platform that enables you to collect customer feedback in real-time. The feedback is then consolidated onto a central platform and can be monitored, analysed and actioned.

### The good news is, CentraCX is –

- **Affordable** – there are no contracts and users pay on a month-by-month basis. This can be as low as \$950 a month.
- **Easy** – no systems integration is required and it can be up and running in days.
- **Support** – we are Australian based and have a real passion for what we do. We are happy to share our learnings and guide you in terms of best practice.

### We'd love to talk to you about your VoC program

The CentraCX platform offers corporates the opportunity to maintain their competitive advantage by accessing customer insights across all feedback channels, across their businesses, fast. Our platform's functionality spans all levels of CX maturity, providing corporates with a capability to suit their current and prospective needs.

#### For further information, please contact:

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