



Park Ridge Campus

Park Ridge Customer Satisfaction

Business Situation

It was perceived that the doctor's offices at the POB (Professional Office Building) were providing less than ideal customer service to the current patient base. Many people felt that this was directly related to the telephone switch managing calls on the Park Ridge Campus. It was a frustrating time for both patients and staff.

Action

It was necessary to determine what factors lead to the poor level of service. HPA met with Park Ridge telecom manager and CFO to review the problem. It was determined that a study of the system was required to determine the facts. The following were completed.

- A week long traffic study for all units at the POB on an hourly basis
- A time management study of call types received in the units
- Implemented a system to provide recording of patients on all incoming calls
- Establishment of teams for non-critical calls that could be handled centrally
- Evaluated the teams performance and add manpower if necessary
- Meetings with all affected departments

It was determined the problem was not with the switch, but rather with the configuration of service lines, call routing, and manpower. An action plan was developed so that Park Ridge could solve this customer service issue.

Results

The patient service issue and frustration were eliminated. The staff confidence and satisfaction with their ability to serve their patients was significantly improved.