

Case Study: *Outbound Customer Satisfaction*

Healthcare - Hospital

Objectives

- Outbound call to measure satisfaction of last visit
- Gather data to manage client internal quality control efforts

Solution

- Conduct customized 20 question survey based on treatment received
- Design statistical analysis and reporting
- Pinpoint areas for improvement for each sector

Results

- Promoted customer delight
- Identified disenchanted patients
- Provided critical point of escalation for patient feedback
- Survey results influenced executive strategic planning



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