

CUSTOMER EXPERIENCE PARTNERS

Looking Beyond Operational Performance



We're pleased by a customer satisfaction success story reported by ***Beyond Philosophy***. Florida Hospital for Children moved from having some of the most dissatisfied patients in the nation in 2009 (despite a highly qualified medical staff) all the way up to the 80th percentile for satisfaction among all children's hospitals nationwide. And, they accomplished this reversal in just two years!

How Did They Do That?

Did they hire an all new 'patient-centric' staff? Did they recruit McDonald's for their food service? Did they open a totally new building? Perhaps they reduced their charges? None of these actions were taken. In fact, making such large-scale changes aren't generally practical solutions, even though executive management might have been tempted to declare "Fix everything!" On the less constructive side, could FHC have started begging patients and their families to give them only top box scores on their satisfaction surveys? (This is a ploy all too many car dealerships practice.) Thankfully not. After all, "fixing the **score** rather than the **store**" generally does little to increase retention or generate more positive word of mouth.

What Florida Hospital for Children did do was turn for help to some people who know a few things about providing a fantastic customer experience - the folks at Disney. Disney was one of the first marketers to fully understand and embrace the concept of the **total customer experience**. Hospitals, like most businesses are guilty of **internal perception**...they evaluate and manage themselves operationally - through the processes they've created. This is a far more constrained view than the **external perception** of their customers.

Disney apparently succeeded, in part, to get FHC to begin to reexamine their traditional, internal process-oriented perspective. Part of this rethinking, no doubt, was to identify **Touchpoints** encountered by patients and their families, and every **experiential component** within those Touchpoints - experiencing their environment through the senses (everything seen, heard, touched, smelled, etc.) of their patients.

Why did the Disney approach work?

Only recently have organizations started expanding their concept of the total customer experience. **Customer Experience Partners** has invested considerable time and effort in carrying the message that current inventories of performance are far too constrained in their view of experience delivery. They need, just like Florida Hospital for Children, to redefine the totality of the experience they are delivering. And then, examine which sensory components most impact overall service delivery. These components deserve remedial attention - it's all about **optimization**.

To learn more about **identifying your key priorities for change** in the customer experience leading to greater customer loyalty behavior contact us:

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