



## Service Priorities and Programmes Electronic Presentations

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**A service improvement project: Building an effective proactive customer service culture in eye ward, TWEH**

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**Introduction**

Customer service is the act of taking care of the customer's needs by providing high quality service. Nowadays, customers are savvier of all their purchases and have higher expectations. Health care is no different; patients are expected to receive a high level of customer service from hospital staff, including psychosocial care and physical care. Patients who were especially suffering from eye diseases would have significant psychological distress such as anxiety due to uncertain operation outcome. By promoting customer service in eye ward, patients can have more chances to voice out their needs and thus increasing their satisfaction and reducing their anxiety. A program of building customer service culture was implemented in eye ward, TWEH for nurses to greet and talk to patients and their families individually every day during visiting hours.

**Objectives**

To build up customer service culture in eye ward through enriching the communication channel among patients, relatives and nurses to enhance patients' understanding towards their own conditions and treatment plans.

**Methodology**

Opinion survey was conducted in Dec 2014. Ward staffs' opinions on rating the difficulties of handling patient and relative enquiries was collected and it was also used as the assessment tool for this project. Purposive sampling was adopted for interviewee selection. A training session on "how to provide good customer service" was organized according to the staff needs. Two types of questionnaires for both patients and nurses were designed, i.e. to measure the satisfactory level and the perspective of patients and nurses towards the implementation of "Proactive Customer Service Culture Building" in Eye Ward. Analysis on the results was carried out in June 2015. While analyzing the data, comparisons were made between the responses of patients and nurses before and after the implementation of the program.

**Result**

Total 242 patients were recruited from Jan 2015 to June 2015. And 14 nurses (100%)

and 86 patients (36%) were included for questionnaires. Average length of stay of patient was 2.61 days. The results shown that after the implementation of the program, the frequency for nurses to greet and talk to patients and relatives had greatly improved from 35.7% to 85.71%. 92.85% of nurses agreed that the quality of communication was improved. All patients (100%) agreed that this program could improve trust relationship and better communication between nurses, patients and relatives. Furthermore, all nurses and patients (100%) agreed that it was worthwhile to promote the program