

Winning the Race in Healthcare:

CX INSIGHTS FOR ENHANCED PATIENT-CENTRED CARE

WEBINAR Q&A

Q1

“Do you only use data from research or do you also capture customer data in a more regular way, which could be used with local teams and global?”

Speaker 1:

We leverage both research data and ongoing customer data collection methods to gain a comprehensive understanding of our audience. Our approach involves combining insights from various sources, including digital marketing analytics to track online interactions, monitoring order patterns, and addressing concerns raised through our customer service channels.

Additionally, we regularly conduct customer feedback surveys and qualitative interviews to capture nuanced insights. This holistic approach allows us to paint a detailed picture of customer experiences and preferences. Importantly, this data accessibility extends to all employees, providing insights with customer identifying information for relevant teams and anonymised data for others. This decentralised structure ensures timely sharing of insights and best practices across the organisation, facilitating informed decision-making and proactive response to emerging trends or patterns.

“How do you measure the effectiveness of your programmes in understanding customer needs?”

Speaker 1:

Measuring the effectiveness of our programmes in understanding customer needs is multifaceted and poses a challenge due to the indirect business impact of insights and analytics. Nonetheless, we employ various metrics to gauge the adoption and utilisation of insights within our organisation. This includes tracking metrics such as login frequency, engagement with the platform, and the number of recurring users.

Additionally, we assess the impact on business decisions and the frequency of notifications for feedback requiring attention. Qualitative feedback from colleagues is also crucial, as it provides insights into the perceived usefulness of the insights and areas for improvement. While measuring the direct impact of insights is challenging, understanding colleague interactions and their perception of the information is invaluable for refining our approach.

Speaker 2:

Building on Ben's points, measuring effectiveness extends beyond quantitative metrics to encompass qualitative analysis and feedback. Understanding the adoption and engagement levels within the organisation is key, as it indicates the utilisation and impact of insights on decision-making processes. It's essential to follow the journey from insight to action, evaluating the changes implemented based on feedback received and measuring the resultant outcomes. Open-ended questions in surveys enable us to gather nuanced insights, complementing quantitative data and ensuring a comprehensive understanding of customer needs. By synthesising data with business context, we can derive meaningful insights and assess the effectiveness of our programmes in driving desired customer behaviours.

“How do you prove the return on investment (ROI) of your initiatives, and do you have any practical tips to share in this regard?”

Speaker 2:

Proving the ROI of initiatives requires a strategic approach focused on demonstrating tangible benefits to the organization. One practical tip is to consider the "three business case levers": how the initiative helps generate more revenue, save costs, or future-proof the firm against upcoming challenges. Start by aligning the initiative with the organisation's strategy and identifying how improvements can impact key areas. Drawing a direct line between the initiative and its potential effects is crucial for gaining executive support. Once executives are engaged, focus on measuring progress continuously throughout the initiative, not just at the beginning and end. This ongoing measurement allows for the creation of internal business case studies, making initiatives more repeatable and demonstrating their impact on various metrics. While ROI may not always translate directly to monetary gains, evaluating all possible metrics helps capture the initiative's full value, such as improved health outcomes resulting from increased testing rates.

“How can healthcare organisations effectively align customer experience benchmarking with their overarching strategic goals to drive organisational growth and improve patient outcomes?”

GemSeek, part of Accenture Song:

Healthcare organizations can effectively align customer experience benchmarking with their overarching strategic goals by first establishing clear objectives for their customer experience initiatives. This involves identifying key performance indicators (KPIs) that directly contribute to organisational growth and improved patient outcomes, such as patient satisfaction scores, patient retention rates, and operational efficiency metrics. Once these KPIs are defined, organisations can then tailor their benchmarking efforts to focus on collecting data relevant to these goals.

Additionally, it's crucial for organisations to regularly review and analyze the benchmarking data in the context of their strategic objectives. This allows them to identify areas of strength and areas for improvement, enabling informed decision-making and targeted interventions to enhance the customer experience.

Furthermore, fostering a culture of continuous improvement and collaboration across different departments within the organisation is essential. By involving stakeholders from various levels and functions, organizations can ensure that the insights gained from customer experience benchmarking are translated into actionable strategies that align with broader organizational goals.

Overall, the key to effectively aligning customer experience benchmarking with strategic goals lies in setting clear objectives, analysing data in context, and fostering a collaborative culture of improvement.

“In the era of rapid digital transformation in healthcare, how can organisations balance the integration of digital tools to enhance customer interaction while ensuring accessibility and inclusivity for all patient demographics, including those less familiar with technology?”

GemSeek, part of Accenture Song:

In the era of rapid digital transformation in healthcare, organisations must strike a balance between leveraging digital tools to enhance customer interaction and ensuring inclusivity for all patient demographics, including those less familiar with technology.

One approach is to offer a diverse range of digital tools and platforms that cater to different patient preferences and comfort levels with technology. This could include providing options for online appointment scheduling, virtual consultations, and patient portals for accessing medical records. Simultaneously, organisations should offer alternative channels for communication and access to services, such as phone support or in-person assistance, to accommodate patients who may not be as tech-savvy.

Moreover, organisations must invest in training and support programmes to help both staff and patients navigate digital tools effectively. This could involve providing training sessions, creating user-friendly guides and tutorials, and offering ongoing assistance to address any challenges or questions that arise.

Additionally, ensuring that digital tools adhere to accessibility standards and design principles is crucial for inclusivity. This includes features such as text-to-speech functionality, adjustable font sizes, and intuitive navigation interfaces to accommodate individuals with disabilities or limited technological proficiency.

Ultimately, the key is to leverage digital tools to enhance customer interaction while simultaneously ensuring that no patient demographic is left behind in the digital transformation journey.

“I have an existing NPS/CSAT measurement I run with another vendor. How do I ensure the comparability of results?”

To ensure comparability of results between your existing NPS/CSAT measurement and the Competitive CX Benchmark, we follow these steps:

- Alignment of measurement parameters: We make sure that the data collection methods, question-wording, and scoring scales used by the Competitive CX Benchmark are consistent with your current NPS/CSAT measurement.
- Define the same target audience: We make sure both measurements focus on the same target customer segments, allowing for a direct comparison of the results.
- Comparable data collection periods: We advise conducting both measurements during the same time frame or similar periods to account for any potential seasonal or cyclical fluctuations in customer sentiment.
- Benchmark calibration: If possible, we calibrate your existing NPS/CSAT measurement with the Competitive CX Benchmark by comparing historical data or running a pilot study to ensure the two measurements align.

“How does the Competitive CX Benchmark solution integrate with other ongoing programmes?”

The Competitive CX Benchmark can be combined with your existing CX data, such as NPS or CSAT scores (e.g., relationship NPS and transactional NPS), to provide a comprehensive view of the market and to compare your performance against competitors.

Integrating competitive CX benchmarks and existing NPS programmes (relationship and transactional) facilitates a holistic CX programme, delivering:

Localised initiatives, driving improvement across local and customer-specific touchpoints.

Strategic direction and top management steering, navigating the competitive environment, and improving the overall market position.

“What are some examples of use cases of companies utilising competitive CX benchmarking programmes?”

Organisations from multiple industries leverage insights from the Competitive CX Benchmark programme to inform data-driven decisions and drive operational improvements.

Leading examples include:

- Identification of strengths and weaknesses in the journey: Outline specific areas where the company excels or lags competitors, leading to a better understanding of where to focus growth efforts for current and new business.
- Customer segmentation and relevant targeting: segment and improve understanding of the customer groups and design a better loyalty targeting approach for the customer groups.
- Strengthening competitive messaging: Develop refined and resonating competitive messaging with a clear understanding of customers's preferences and needs.
- Activation of strategic CX: Set market-level workshops to identify CX areas to streamline, leading to cost savings and better go-to-market strategy, marketing, and operations.

Q9

“What are the usual project timelines?”

When we first set up the benchmark for you, the time to gain insights from the first wave is approximately 14 business weeks. Subsequent quarterly updates usually take between 10 and 12 business weeks.

Q10

“Do you cover B2B industries that require hard-to-get target groups?”

We specialise in programmes for organisations with B2B models and hard-to-reach target groups. We have many years of experience running competitive NPS and competitive CX benchmark programmes for the world's biggest medical device manufacturers, construction materials manufacturers, B2B services providers, logistics providers, and many others.