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Customer Care Standard

Who:	A major Saudi Arabian Health Care provider.
Critical Issue:	In response to increased competition needed to implement its vision in the Emergency Room and Primary Care and demonstrate it was the best medical provider to its parent, Saudi Aramco.
Reasons:	To prove to their 500,000 employees and their dependents that they were the best medical provider in the Emergency Room and in Primary Care Services.
Capabilities Required:	The organisation needed to become known for measurable customer service. This required a new Customer Care Standard and Toolkit for all employees to use as a reference point in their dealings with patients and their families. commitment and how do I achieve it?
What I provided:	Once the Customer Care Standard and Toolkit were developed, I established a committee of senior managers to drive alignment of the Standard with employee behaviours . I then designed a Customer Service Training Programme and trained in-house trainers and 'Customer Champions' in applying the Standard and Toolkit with all employees. Programme for in-house 'champions' to train employees.
Results:	Customer satisfaction in the Emergency Room and Primary Care rose 40% in the 12 months following the implementation of the Standard and Toolkit.
Benefits:	The organisation won praise from employees and their dependents in the visible improvement in customer service provided.