



A Project Report on Customer Stisfaction Towrds Patients at Billroth Hospital

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ABSTRACT

While underscoring the importance of customer (patient) satisfaction in fostering efficient delivery of healthcare services, researchers from the developed world explored the whole gamut of influencing factors, ranging from empathy of physicians and hospital infrastructure to courtesy of paramedical staff and hospital image. The hospitals in the developing world present distinct business models and service quality variations that warrant context-specific examination. In the Indian healthcare system, patients are always accompanied by their attendants who perform a plethora of functions, including facilitating the execution of physicians’ recommendations. In many Indian hospitals the presence of an attendant is perceived more as an institutional norm than a personal convenience. The purpose of this article is to investigate the moderators and mediators in the context of healthcare service quality from the perspectives of patients and their attendants in India. The study employs a questionnaire-survey approach to obtain the perceptions of patients and attendants. The study reveals that attendants play an indispensable role in Indian context. Attendants provide physical and mental support to patients, which results in patients’ satisfaction with the hospital’s services. Further, attendants, by supplementing hospital activities, serve as a bridge between service providers and patients. The attendants have been found to subordinate their own personal comfort levels to the care provided by the hospital to the patients. The current research is the earliest study that explicitly addresses the role of attendants in the context of healthcare service delivery in India.

KEYWORDS

INTRODUCTION

Customer satisfaction is a fundamental marketing construct in the last three decades.In the past, it was unpopular and unaccepted concept because hospital thought it was important to gain new customers than retain the existing ones .However, in this present decades,hospitals have gained better understanding of the importance of customer satisfaction(patients satisfaction) and adopted it as a high priority operational goal. This study aimed at the overall customer satisfaction towards patients of billroth hospital. A hospital is an institution for health care providing patient treatment by specialized staff and equipment,and often ,but not always providing for longer-term patient stays.

CUSTOMER SATISFACTION IN 7 STEPS

- 1. Encourage face-to-face dealings.
- 2. Respond to messages promptly and keep your clients informed.
- 3. Be friendly and approachable.
- 4. Have a clearly-defined customer service policy.
- 5. Attention to detail.
- 6. Anticipate your client's need and go out of your way to help them out.
- 7. Honour your promises.

NEED FOR THE STUDY

- To know the satisfaction level of patients towards billroth hospital.
- To know the reason for choosing billroth hospital.also to improve the services provided by them.
- To know whether the pricing has been accepted by the patients and to check whether it is affordable.
- Suggestions by the patient to improve the services provided by billroth hospital.

OBJECTIVES OF THE STUDY

- To find out the satisfaction level of patients towards billroth hospital.
- To find out the quality of services provided to the customers.

- To find out the reason for selecting billroth hospital.
- To find out if the pricing of billroth hospital is suitably accepted by patients.
- To study the patient perception towards the quality of services provided by the hospital.

RESEARCH METHODOLOGY

- AREA OF RESEARCH.
- RESEARCH DESIGN.
- SOURCES OF DATA.
- PERIOD OF STUDY.
- SAMPLE SIZE.
- SAMPLING TECHNIQUE.

CONCLUSION

Based on the findings and suggestions, it is concluded that the patients are satisfied with the standard of service provided by billroth hospital but the pricing for treatment can still be reduced. Out of all services in the hospital, the nursing, and dietary needs an important to serve patients in a better condition.A better housekeeping service has to be provided to reduce the dissatisfaction level among patients. A brand name can be achieved only through high degree of patients satisfaction.

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