Redesigning a Better Service Delivery Experience for Public Healthcare Customers

How a global leader in IT services tapped IDC for an unbiased third-party satisfaction survey

SITUATION

To further establish its reputation in the public healthcare sector, a global leader in IT products and services wanted an unbiased third-party to validate through a Customer Satisfaction Survey that its service delivery is on par, if not better, than other regional IT services providers.



SOLUTION

IDC designed and conducted an end-user survey of all healthcare centers in the country where the client's IT services are deployed. The survey covered an assessment of all IT service dimensions and attributes.

RESULTS

The study highlighted the healthcare centers' satisfaction levels and identified the gaps in service delivery when presented across a year-on-year comparison.

The study also helped prioritize the areas for improvement and enabled the IT services provider to develop a sound action plan to improve the overall user experience.

Leveraging IDC's market research and recommendations, the study guided the vendor in the overall redesign of its current user experience by managing and fulfilling stakeholders' different needs and requirements across all healthcare centers. Ultimately, this led to the IT service provider's 10-year project renewal.

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