

A STUDY ON NPS CSAT SCORE IN HOME HEALTHCARE

(Study conducted at Portea Medical, Bangalore)

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Introduction

Home Healthcare services are provided by healthcare professionals to patients at their own homes. These services are also called formal or skilled care services. Respiratory therapy, rehabilitation services, home infusion therapy, unskilled home care, telehealth, etc. are some major home Healthcare services provided. The shift from conventional treatment to proactive monitoring is opening up new opportunities in the home Healthcare market.

Home healthcare organization provides hospital-quality healthcare in the comfort of patient's home. These also provide doctors, nurses, and physiotherapists for home visits who have passed our rigorous hiring standards and have had their backgrounds and medical knowledge verified by senior doctors. It facilitates lab tests at home and medical equipment rentals, making health care more accessible for patients. As a result of using the services, the patients are able to stay in their homes longer, save money, and have peace of mind.

Objectives: To Evaluate the NPS C – SAT score city wise, Account(Institution) wise and service wise

Research question: What is the association between NPS C-SAT & growth of the company?

Methodology

Study type – Cross -sectional analytical

Study Duration – February, March and April

Sampling type – Convenience Sampling

Sample selection – Patients across Mumbai, Chennai, Hyderabad, NCR, Bangalore, Indore and Kolkata

Data collection procedure – Various channels were used via Quality call, Call (Customer engagement team), SMS, Cloud Cherry – Platform, E-Mail and Clinician App

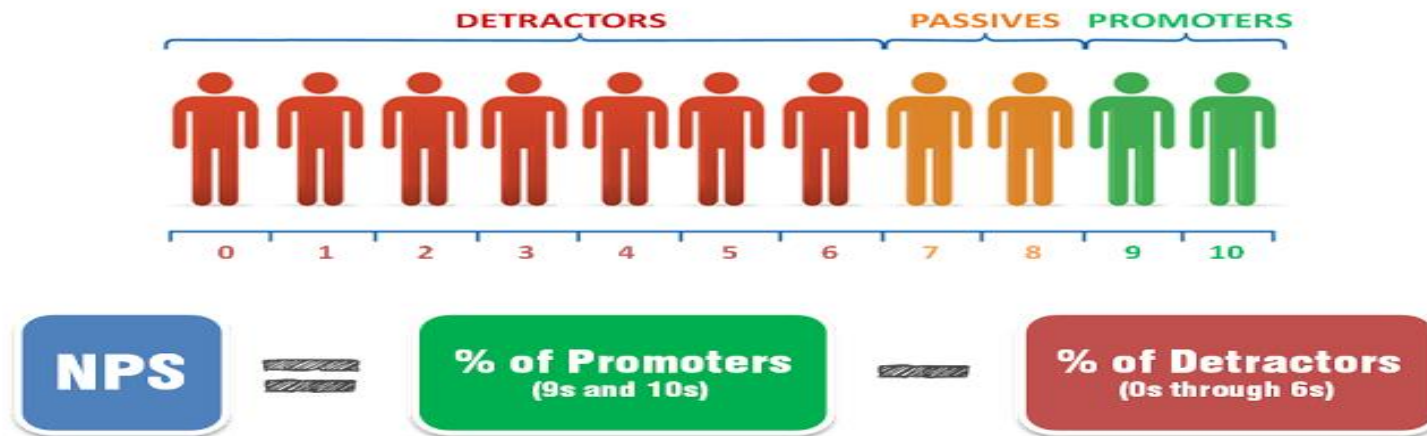
Data Analysis: Data collected would be analyzed using MS excel

NET PROMOTER SCORE (NPS)

Net Promoter Score, or NPS, measures customer experience and predicts business growth. This proven metric transformed the business world and now provides the core measurement for customer experience management programs the world round.

It includes an index ranging from 0 to 10 that measures the willingness of the customers to recommend a company's products or services to others. It is a measure of overall satisfaction with a company's product or service and the customer's loyalty to the company.

Rationale



Net Promoter Score Calculation

Customers are surveyed on one single question. They are asked to rate on an 10-point scale the likelihood of recommending the company or brand to a friend or colleague.

“On a scale of 0 to 10, how likely are you to recommend this company’s product or service to a friend, family or a colleague?”

Based on their rating, customers are then classified in 3 categories: detractors, passives and promoters.

NPS Calculation

DETRACTORS

‘Detractors’ gave a score lower or equal to 6. They are not particularly thrilled by the product or the service. They, with all likelihood, won’t purchase again from the company, could potentially damage the company’s reputation through negative word of mouth.

The percentage of Detractors is calculated as

$$\% \text{ of Detractors} = \frac{\text{No. of respondents on Detractors}}{\text{Total respondents}} * 100$$

PASSIVES

‘Passives’ gave a score of 7 or 8. They are somewhat satisfied but could easily switch to a competitor’s offering if given the opportunity. They probably wouldn’t spread any negative word-of-mouth, but are not enthusiastic enough about your products or services to actually promote them.

$$\% \text{ of Passive} = \frac{\text{No. of respondents on Passive}}{\text{Total respondents}} * 100$$



DETRACTORS
0 - 6 RATING



PASSIVES
7 - 8 RATING

NPS Calculation

PROMOTERS

‘Promoters’ answered 9 or 10. They love the company’s products and services. They are the repeat buyers, are the enthusiastic evangelist who recommends the company products and services to other potential buyers.

$$\% \text{ of Promoters} = \frac{\text{No. of respondents on Promoters} * 100}{\text{Total respondents}}$$

For DETRACTORS & PASSIVES one more question has to be asked focusing on changes/improvement to be made, to convert them as promoters

“Can you please list out the areas of improvement that makes us to achieve the score of 10”

Note : Above calculation used for obtaining NPS/CSAT is considered worldwide



PROMOTERS
9 - 10 RATING

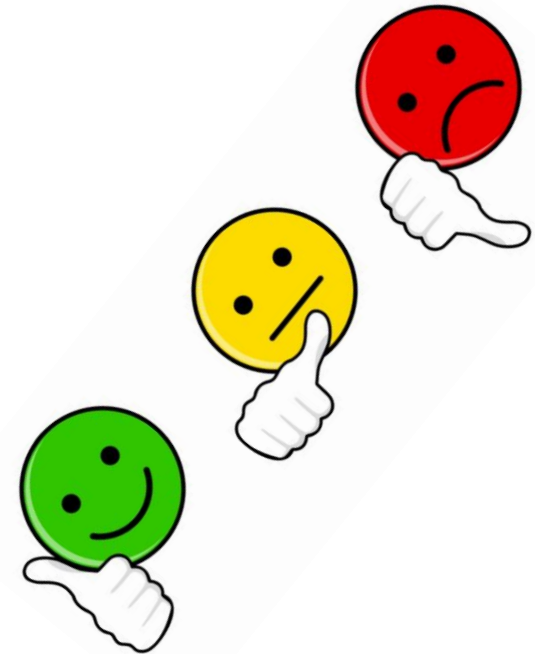
NPS –C-SAT (Customer Satisfaction Survey)

How to read a Net Promoter Score?

The basic construct of a Net Promoter Score is easy to understand, hence its popularity and widespread usage. If a company has more detractors than promoters the score will be negative and vice versa. A Net Promoter Score provides companies with a simple and straightforward metric that can be shared with their front line employees.

The Net Promoter Score is helpful in that it can be used as motivation for employees to improve and to provide the best customer experience possible. The ultimate objective here is to convert customers who were less than happy or unimpressed into promoters who will put the word out and allow for increased revenues and profits.

Higher Net Promoter Scores tend to indicate a healthier business, while lower Net Promoter Scores can be an early warning to dig deeper into potential customer satisfaction and loyalty issues. Net Promoter scores are often averaging quite low.



NPS –C-SAT (Customer Satisfaction Survey)

C-SAT is collected only through E-mail and SMS . They are asked to rate on a 5-point scale

C-SAT Questionnaire

How would you rate your appointment booking experience on a scale of 1-5?

How would you rate us on the availability of slots/ session at the time of your requirement on the scale of 1-5?

How would you rate the punctuality and reliability of staff Physiotherapist/doctor/nurse/attendant on the scale of 1-5?

How would you rate the improvement in your medical condition after services on the scale of 1-5?

How would you rate the customer support to address issues or feedback when required on the scale of 1-5?

C-SAT (Customer Satisfaction Survey) Calculation

C-SAT has 5 questions . For each questions we do a weighted average.(Ref screenshot 1)

Screenshot-1

A	B	C	E
Doctor			
How would you rate your appointment booking experience with Portea on a scale of 1-5?			
CS SCALE	Score	Responses	Weighted average
Very dissatisfied	1	1	4
Somewhat dissatisfied	2	2	
Neither satisfied nor satisfied	3	6	
Somewhat satisfied	4	19	
very satisfied	5	45	
Grand Total		73	

Formula

f_x	$=\text{SUMPRODUCT}(C5:C9,B5:B9)/\text{SUM}(C5:C9)$
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Note : Above calculation used for obtaining NPS/CSAT is considered worldwide

C-SAT (Customer Satisfaction Survey) Calculation

C-SAT -Once we get the weighted average for all the 5 Qs & for all the 5 Services ,we do the below calculation (ref Screenshot 2)

- We do service specific average ,which we multiply with total service specific respondents. (ref formula)
- To obtain an overall CSAT we need to sum the service specific CSAT respondents/total respondent s. (ref formula)

Screenshot-2

	B	C	D	E	F	G	H
2	CSAT	Weighted Average (on a scale of 1-5)					
3		Doctor	Nursing LT	Nursing ST	Phlebotomist	Physiotherapy	
4	Total respondents	1	1	3	13	1	19
5	CSAT Questions						
6	Appointment booking experience			4.0	3.7	4.0	
7	Availability of slots/ session	3.0	3.0	3.7	3.3	4.0	
8	Punctuality and reliability of clinician	3.0	3.0	3.7	3.3	4.0	
9	Improvement in the medical condition	3.0	3.0	4.0	-	4.0	
10	Customer support to address issues or feedback	3.0	3.0	3.7	2.5	4.0	
11	Overall CSAT (service wise) fx =AVERAGE(C6:C10)	3.00	3.00	3.80	3.20	4.00	
12	fx =C11*C4	3.0	3.0	11.4	41.7	4.0	
13	Overall CSAT for company	3.3 fx =SUM(C12:G12)/H4					

Channels for NPS collection



In future, we intend to move completely to the cloud cherry platform-
sms/email & clinician app

Criteria used for collection of NPS (E-mails & SMS)

End of Service

- Mail & SMS will go to those patients who have no less than one effective meeting with no future arrangement.
- On the off chance that any input reaction is not gotten from patient up to 7 days, patient will get another mail after 7 days.
- When criticism has been gotten from patient, Mail & SMS won't be sent again to the patient.
- Getting the records current date-3 days from the framework, For instance: current date is 12 Feb 2016, will get the records up to 9 Feb

Mid Of Service

- Mail & SMS should go to those patients who have more than 7 effective arrangements alongside future arrangement. On the off chance that input reaction is not gotten from patient up to 7 days, patient will get other email after 7 days.
- Once the input is received Mail & SMS will not be sent again to the patient. If the patient proceeds with the arrangements following 15 days again one NPS email will go to the patient.
- Bringing the records current date-3 days from the framework, For instance: current date is 12 Feb 2016, will get the records up to 9 Feb 2016(12-3=9).

Cloud cherry

- Currently Survey is conducted for Physiotherapy Service only for brand.
- Survey link to be sent via Email and SMS. For example, if the customer answers the survey through SMS, the survey link on the Email will be disabled.

End of service

- 3 days of gap since the last physiotherapy visit with no upcoming appointment booked in the next 5 days

Criteria used for collection of NPS - E-mail & SMS Cloud cherry

For detractors and passives, (Should have option to select multiple)
Please select the appropriate reasons for your low rating, (multi select)

Detractors

- *Physiotherapist was not punctual*
- *Treatment provided was not the same as everyday*
- *Physiotherapist did not explain the treatment well*
- *Physiotherapist was not polite*
- *Physiotherapist was not professional in appearance*
- *Others --> will lead to open ended*

For promoter, (Should have option to select multiple)
How would you rate the physiotherapist on the following,

Promoter,

- *Physiotherapist was punctual*
- *Treatment provided the same as per expectation*
- *Physiotherapist explained the treatment well*
- *Physiotherapist was polite*
- *Physiotherapist was professional in appearance*
- *Others --> will lead to open ended*

Criteria used for collection of NPS

Call (Quality)

- *Call will be made to patients with 3+ visit for both MOS & EOS.*
- *Real time basis NPS will be updated in Portal, if already NPS is collected by any other source/team for that particular month, then Quality team will not call the patient. (currently NPS calls are happening for only Manipal & Medanta)*

Call (CET)

- *CET team will call up patient to re-engage or for cross selling, same time they will ask for NPS*

Clinician App

- *Through Clinician APP real time basis NPS will be collected after every first visit by the clinicians.*
- *After first visit, one OTP will generate in patient's phone, same will be used to collect NPS by clinician through app.*

Reporting

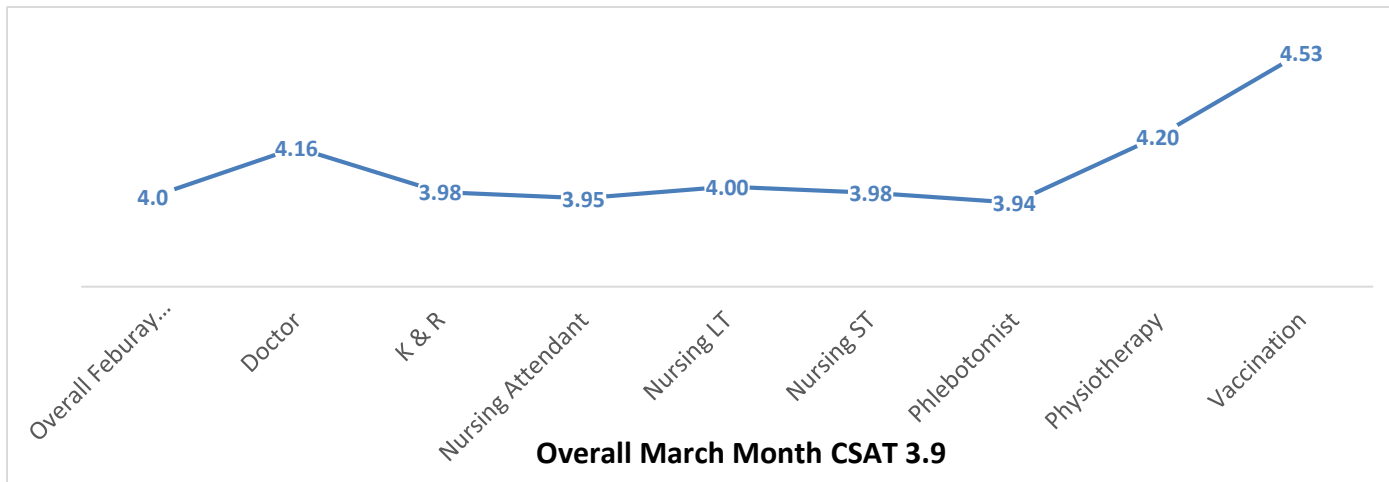
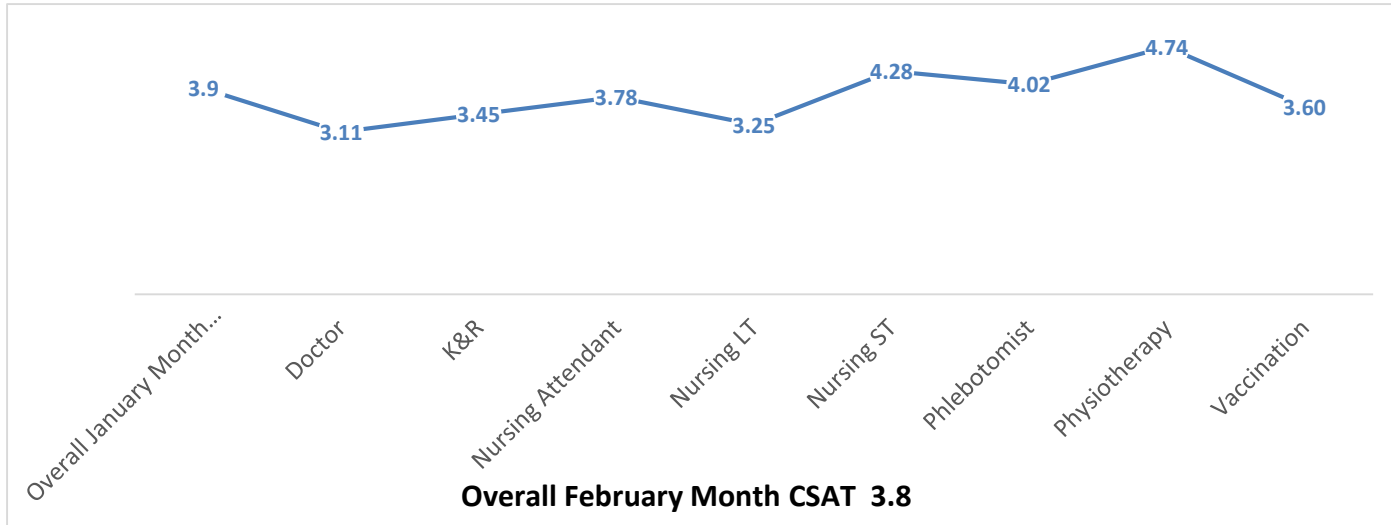
- *NPS city wise*
- *NPS service wise*
- *NPS Source wise*
- *C-SAT Service wise*
- *Average C-Sat*
- *Overall issue log*
- *Service wise primary issue log*

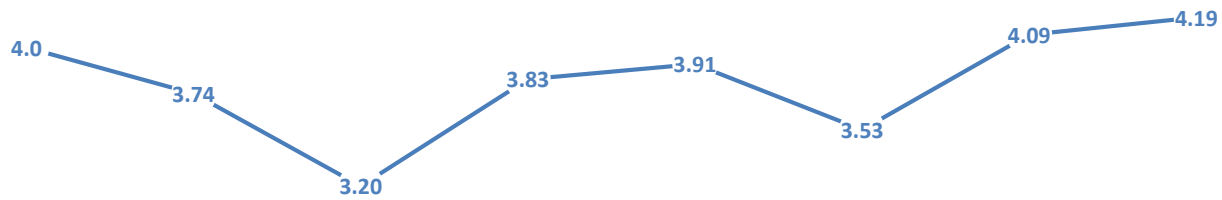
Overall NPS – Service wise

Nursing Attendant			Phlebotomist			Physiotherapy		
Overall NPS			Overall NPS			Overall NPS		
Ratings	Respondents	%	Ratings	Respondents	%	Ratings	Respondents	%
Total sample size approached for NPS	82	100%	Total sample size approached for NPS	76	100%	Total sample size approached for NPS	29	100%
Promoters (9 - 10)	42	51%	Promoters (9 - 10)	63	83%	Promoters (9 - 10)	25	86%
Passive (7 - 8)	20	24%	Passive (7 - 8)	8	11%	Passive (7 - 8)	3	10%
Detractors (0-6)	20	24%	Detractors (0-6)	5	7%	Detractors (0-6)	1	3%
NPS	27%		NPS	76%		NPS	83%	
Nursing ST			K&R			Doctor		
Overall NPS			Overall NPS			Overall NPS		
Ratings	Respondents	%	Ratings	Respondents	%	Ratings	Respondents	%
Total sample size approached for NPS	11	100%	Total sample size approached for NPS	2	100%	Total sample size approached for NPS	1	100%
Promoters (9 - 10)	5	45%	Promoters (9 - 10)	1	50%	Promoters (9 - 10)	1	100%
Passive (7 - 8)	4	36%	Passive (7 - 8)		0%	Passive (7 - 8)		0%
Detractors (0-6)	2	18%	Detractors (0-6)	1	50%	Detractors (0-6)		0%
NPS	27%		NPS	0		NPS	1	

Nursing LT		
Overall NPS		
Ratings		%
Total sample size approached for NPS		100%
Promoters (9 - 10)		25%
Passive (7 - 8)		33%
Detractors (0-6)		42%
NPS		-17%

Overall – C-SAT Service wise





Overall April Month CSAT 4.0

Overall March Month CSAT	Doctor	K&R	Nursing Attendant	Nursing LT	Nursing ST	Phlebotomist	Physiotherapy
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Medanta Hospital (INDORE)			Medanta Hospital NCR		
CSAT	Weighted Average (on a scale of 1-5)		CSAT	Weighted Average (on a scale of 1-5)	
Sample size	15		Sample size	24	
CSAT Questions			CSAT Questions		
Appointment booking experience	5.0		Appointment booking experience	4.3	
Availability of slots/ session	4.8		Availability of slots/ session	4.5	
Punctuality and reliability of clinician	5.0		Punctuality and reliability of clinician	4.5	
Improvement in the medical condition	4.6		Improvement in the medical condition	4.2	
Customer support to address issues or feedback	4.8		Customer support to address issues or feedback	3.8	
Overall CSAT (service wise)	4.84		Overall CSAT (service wise)	4.25	
	72.6			102.0	
Overall CSAT for company	4.8		Overall CSAT for company	4.2	
Jaslok Hospital			Saifee Mumbai		
CSAT	Weighted Average (on a scale of 1-5)		CSAT	Weighted Average (on a scale of 1-5)	
Sample size	2		Sample size	3	
CSAT Questions			CSAT Questions		
Appointment booking experience	3.5		Appointment booking experience	4.3	
Availability of slots/ session	2.5		Availability of slots/ session	4.0	
Punctuality and reliability of clinician	2.5		Punctuality and reliability of clinician	4.3	
Improvement in the medical condition	-		Improvement in the medical condition	4.0	
Customer support to address issues or feedback	4.5		Customer support to address issues or feedback	4.0	
Overall CSAT (service wise)	3.25		Overall CSAT (service wise)	4.13	
	6.5			12.4	
Overall CSAT for company	3.3		Overall CSAT for company	4.1	

Columbia Asia Bgl			NH BLR		
CSAT		Weighted Average (on a scale of 1-5)	CSAT		Weighted Average (on a scale of 1-5)
Sample size		7	Sample size		14
CSAT Questions			CSAT Questions		
Appointment booking experience		4.6	Appointment booking experience		4.1
Availability of slots/ session		4.2	Availability of slots/ session		4.4
Punctuality and reliability of clinician		3.7	Punctuality and reliability of clinician		4.4
Improvement in the medical condition		4.3	Improvement in the medical condition		4.0
Customer support to address issues or feedback		3.5	Customer support to address issues or feedback		3.6
Overall CSAT (service wise)		4.05	Overall CSAT (service wise)		4.08
		28.4			57.1
Overall CSAT for company		4.1	Overall CSAT for company		4.1

Vikram Hospital			MS Ramaiah		
CSAT		Weighted Average (on a scale of 1-5)	CSAT		Weighted Average (on a scale of 1-5)
Sample size		17	Sample size		1
CSAT Questions			CSAT Questions		
Appointment booking experience		4.1	Appointment booking experience		4.0
Availability of slots/ session		4.4	Availability of slots/ session		4.0
Punctuality and reliability of clinician		4.4	Punctuality and reliability of clinician		4.0
Improvement in the medical condition		4.0	Improvement in the medical condition		4.0
Customer support to address issues or feedback		3.6	Customer support to address issues or feedback		4.0
Overall CSAT (service wise)		4.08	Overall CSAT (service wise)		4.00
		69.3			4.0
Overall CSAT for company		4.1	Overall CSAT for company		4.0

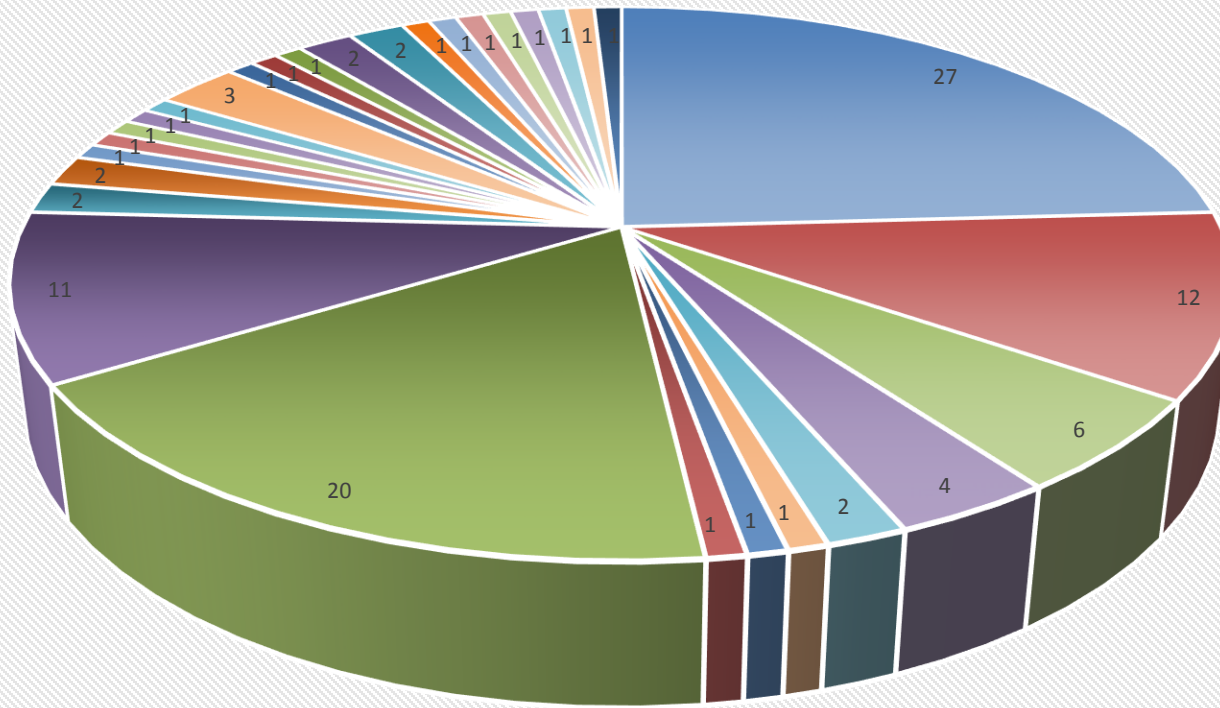
Seven Hill Mum			NH Kolkata		
CSAT	Weighted Average (on a scale of 1-5)		CSAT	Weighted Average (on a scale of 1-5)	
Sample size	1		Sample size	10	
CSAT Questions			CSAT Questions		
Appointment booking experience	4.0		Appointment booking experience	4.0	
Availability of slots/ session	4.0		Availability of slots/ session	4.3	
Punctuality and reliability of clinician	4.0		Punctuality and reliability of clinician	4.2	
Improvement in the medical condition	4.0		Improvement in the medical condition	4.0	
Customer support to address issues or feedback			Customer support to address issues or feedback	4.0	
Overall CSAT (service wise)	4.00		Overall CSAT (service wise)	4.10	
	4.0			41.0	
Overall CSAT for company	4.0		Overall CSAT for company	4.1	

Fortis NCR			Fortis Kol		
CSAT	Weighted Average (on a scale of 1-5)		CSAT	Weighted Average (on a scale of 1-5)	
Sample size	2		Sample size	2	
CSAT Questions			CSAT Questions		
Appointment booking experience	4.0		Appointment booking experience	2.5	
Availability of slots/ session	3.5		Availability of slots/ session	2.0	
Punctuality and reliability of clinician	3.5		Punctuality and reliability of clinician	3.0	
Improvement in the medical condition	4.0		Improvement in the medical condition	3.0	
Customer support to address issues or feedback	4.0		Customer support to address issues or feedback	3.5	
Overall CSAT (service wise)	3.80		Overall CSAT (service wise)	2.80	
	7.6			5.6	
Overall CSAT for company	3.8		Overall CSAT for company	2.8	

SIMS Hospital			KIMS Secunderabad		
CSAT		Weighted Average (on a scale of 1-5)	CSAT		Weighted Average (on a scale of 1-5)
Sample size		5	Sample size		2
CSAT Questions			CSAT Questions		
Appointment booking experience		3.0	Appointment booking experience		4.5
Availability of slots/ session		3.2	Availability of slots/ session		4.5
Punctuality and reliability of clinician		3.8	Punctuality and reliability of clinician		4.5
Improvement in the medical condition		3.4	Improvement in the medical condition		4.0
Customer support to address issues or feedback		2.8	Customer support to address issues or feedback		4.5
Overall CSAT (service wise)		3.24	Overall CSAT (service wise)		4.40
		16.2			8.8
Overall CSAT for company		3.2	Overall CSAT for company		4.4

Fortis Chennai		
CSAT		Weighted Average (on a scale of 1-5)
Sample size		5
CSAT Questions		
Appointment booking experience		4.2
Availability of slots/ session		4.4
Punctuality and reliability of clinician		4.2
Improvement in the medical condition		3.6
Customer support to address issues or feedback		3.8
Overall CSAT (service wise)		4.04
		20.2
Overall CSAT for company		4.0

Key Log Issues:



- Phlebotomist
- Report Delivery
- Slot availability
- Punctuality issue
- Communication Lag
- Lack of Training (Clinical/Process/Knowledge)
- Pricing
- Nursing Attendant
- Lack of Training (Clinical/Process/Knowledge)
- Punctuality issue
- CS Related Issues
- Sales Related Issues
- Pricing
- Communication Lag
- Clinician Reliability
- Lack of back up staff
- Nursing ST
- Communication Lag
- Payment related issue
- Doctor
- Slot availability
- K&R
- Physiotherapy
- Slot availability

