

**CUSTOMER RELATIONSHIP MANAGEMENT AT  
APOLLOMEDICS HOSPITALS, LUCKNOW: A STUDY**

A Synopsis

Submitted to



**The IIHMR University, Jaipur**

For the partial fulfilment of the award of the degree of  
Master of Business Administration (MBA)  
in  
Hospital and Health Management

by  
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# **TITLE: Customer Relationship Management at Apollomedics Hospitals, Lucknow: A Study**

## **Introduction:**

Customer relationship management (CRM) is a combination of processes, people and technology that is seeking to understand the customers or potential beneficiaries of the hospital. CRM is an integration of technologies and business processes used to satisfy the needs of a customer during any given interaction<sup>1</sup>. CRM is a technology-driven approach for managing patient interactions and improving engagement.

In the context of private hospitals who are key stakeholders to restore and maintain the health of the patients. Preventive healthcare, care of injured and sick people, training of medical and paramedical staff and health research are the general functions of a hospital. CRM is a management strategy that unites information technology with marketing for delivering better services.

In the competitive healthcare environment, hospitals are increasingly adopting Customer Relationship Management (CRM) systems to improve patient engagement, satisfaction, and loyalty. CRM is a strategic tool that helps healthcare institutions track, analyze, and manage interactions with current and potential patients.

With the growing demand for patient-centered care and efficient service delivery, understanding the role of CRM in healthcare has become crucial. The CRM strategies could be of two types: defensive and offensive strategies. A defensive strategy focuses on existing customers and building relationships with them for long durations whereas an offensive strategy focuses on acquiring a new market share, customers and leaving behind their competitors.

## **Research Questions:**

What is customer relationship management policy, guidelines, strategies and processes at Apollomedics Hospital?

What is the role of CRM in service delivery and its effect on patients

## **Objectives:**

- To review the customer relationship management policy, guidelines, strategies and processes at Apollomedics Hospital
- To study the role of CRM in OPD service delivery at Apollomedics Hospital.
- To identify enabling and hindering factors contributing to CRM implementation.

## **Methodology:**

The study is descriptive in nature as the study will include the following steps:

Step 1: Review the customer relationship management policy, guidelines, strategies and processes at Apollomedics Hospital focusing on ot-patient services

Step 2: Based on the review, the intern will understand the need of the CRM at the hospital services related to OPD

Step 3: The Intern will observe the CRM processes implemented at the hospital and discuss with the implementation team members.

Step 4: The intern will document the role of the CRM in OPD service delivery at Apollomedics Hospital.

Step 5: The intern will plan, design, conduct and analyze a short patient satisfaction (with 18 years above patients who have visited within the **three months March-May 2025** period, and are not employees of the hospital) online survey.

A list of patients attended during the last three months period will be developed and the online survey will be floated to all.

Step 6: The intern will document enabling and hindering factors to implement the CRM

**Study area:** Apollomedics Super Specialty Hospitals, Lucknow

**Study tools:** A structured questionnaire to be developed using Google Forms, consisting of information like demographic information, and items related to OPD service quality (staff, behavior, wait time, hygiene, appointment system, and communication)

CRM Process mapping of OPD patient journey (very first step to the last steps)

**Duration of Study:** March -May2025

**Data Analysis Plan:** The review will be analyzed on the thematic areas of the CRM emerging from the documents. A typical process will be mapped and shown in flow diagram.

The e survey findings will be presented using descriptive analysis.

**Implications of Research:**

The study will help hospital managers to strengthen CRM use for better service delivery, improved patient experiences, and institutional reputation.

## References

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