

INTERNSHIP REPORT

Cloudnine Hospitals, Bangalore

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in

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by

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INTRODUCTION

Internships provide a vital bridge between classroom theory and professional practice. As part of the MBA program in Hospital and Health Management at IIHMR University, I undertook a data-driven, service-oriented internship at Cloudnine Hospitals, with a focus on the ear piercing vertical—a unique elective offering delivered through NICU-certified professionals under the hospital's Homecare and OPD umbrella. Conducted between March 10 and June 10, 2025, this internship allowed me to apply analytical thinking and marketing concepts to a real-time healthcare challenge.

The experience became the basis for my dissertation titled *"Leveraging Data Analytics to Optimize Customer Acquisition Efforts and Enhance Customer Experience: A Study on Ear Piercing Services at Cloudnine Hospitals."* The report explores not only the core responsibilities and learning outcomes during the internship but also reflects on the larger implications of analytics, digital branding, and patient-centric workflows in elective healthcare services.

This report is designed to capture the internship objectives, responsibilities, key interventions, stakeholder engagement, analytical contributions, and the knowledge gained through field application of data analytics in service optimization.

ABOUT THE ORGANIZATION

Cloudnine Hospitals is India's leading chain of specialty maternity, pediatric, and fertility hospitals. Since its inception, Cloudnine has positioned itself as a premium yet accessible brand in maternal and neonatal healthcare. Among its many differentiated offerings is the ear piercing service, delivered by trained NICU nurses in hospital and home settings.

Cloudnine's services blend clinical precision with modern marketing strategies. Through digital platforms such as Salesforce (CRM), LifeTrenz (HIMS), Cloudnine AMS app, and Google My Business, the organization ensures seamless customer journeys, high safety standards, and elevated user experiences.

The ear piercing vertical represents a high-margin, high-volume opportunity for Cloudnine and operates across multiple units nationally. The organization's proactive approach to customer experience, digital visibility, and service innovation makes it a model for elective healthcare operations.

OBJECTIVES OF THE INTERNSHIP

- To analyze lead generation and conversion data for ear piercing services.
- To identify service gaps through real-time customer feedback.
- To assess platform-wise performance (Google, Meta, JustDial, CRM, AMS).
- To develop and evaluate interventions such as QR-based reviews, follow-up calling, and UGC promotion.
- To recommend a replicable model for scaling the service across other units.

- To support data consolidation and campaign reporting for business decision-making.
- To correlate digital marketing performance with operational outcomes and patient satisfaction.

KEY RESPONSIBILITIES

- **Data Collection and Cleaning:** Extracted, validated, and cleaned lead data from CRM and AMS/HIMS to develop trend lines in conversions, user segmentation, ARPU, and lead sources.
- **Review System Integration:** Designed support content (QR posters, review prompts, internal SOPs) for capturing structured feedback via Google Reviews at both hospital and home visit points.
- **Follow-Up Funnel Structuring:** Identified 60–70% of leads were going unconverted in the follow-up (FUP) bucket. Developed SOPs for caller engagement, wrote call flow scripts, and helped train support staff.
- **Campaign Monitoring:** Used analytics dashboards to track click-through rates, campaign ROI, conversion volumes, and bounce rates across Google Paid, Meta, JustDial, CRM emailers, and influencer stories.
- **Customer Feedback Analysis:** Manually reviewed over 100 feedback entries from call logs, WhatsApp chats, AMS app ratings, and Google reviews to identify emotional triggers and pain points.
- **Content Support and Storyboarding:** Collaborated on shortlisting UGC (user-generated content), created success story slides, and aligned visuals for platform-specific outreach (e.g., Instagram reels vs. GMB posts).
- **Performance Reporting:** Compiled pre/post intervention results showing how the introduction of QR reviews, FUP calling, and CTA enhancements impacted monthly leads, footfall, and conversion rates.
- **Process Mapping:** Created a customer journey map from the point of inquiry to service feedback, highlighting drop-off zones, touchpoints needing reinforcement, and areas of delay.

KEY INTERVENTIONS

- **Google QR Reviews:** Implemented QR codes distributed via nursing staff and front desk to capture immediate post-service feedback. Led to a 45% increase in monthly review volume.
- **Follow-Up Caller Deployment:** Assisted in restructuring manpower allocation, leading to a 4x increase in FUP bucket conversion (from 3–4% to 15%).
- **Lead Source Benchmarking:** Mapped source-wise ROI from five platforms. Google Paid brought volume; Meta offered better engagement; JustDial yielded high walk-in ratios.
- **Targeted Content Deployment:** Supported campaigns with tailored creatives for cities showing poor organic traction.
- **Mini Dashboards:** Developed micro-dashboards to show daily and weekly performance across Bangalore, Chennai, and NCR units.

KEY LEARNINGS

- **Data-Led Service Design:** Realized that healthcare services, especially elective ones, must be guided by real-time metrics to ensure they meet dynamic consumer expectations.
- **Behavioral Analytics:** Understood the psychology behind parental decision-making: the intersection of emotion, trust, convenience, and peer endorsement.
- **Operational Planning:** Identified how data can be used to allocate manpower efficiently (e.g., separate follow-up callers), minimize lead wastage, and reduce TAT.
- **Service Marketing:** Learned the balance of emotional storytelling and factual content in driving conversions across channels.
- **KPI Management:** Gained experience working with metrics such as conversion %, cost per lead, bounce rates, ARPU, appointment lag, and satisfaction rating.
- **Cross-Departmental Coordination:** Collaborated with design, digital, CRM, clinical teams, and local unit staff—highlighting the importance of synchronization in executing high-volume service workflows.

OUTCOMES AND IMPACT

- **Conversion Rate Growth:** Organic lead conversion rose from 19% to 28%; follow-up conversion increased from 3–4% to 15%.
- **Volume Increase:** Walk-ins grew from 150–200/month to over 300/month in top units.
- **Revenue Growth:** Monthly revenue scaled from ₹35–39 lakhs to a projected ₹56+ lakhs/month by Sept 2025.
- **Process Adoption:** SOPs developed during internship were adopted across three new Cloudnine cities.
- **Scalability Framework:** The integrated model combining feedback, content, follow-ups, and reviews is being evaluated for rollout in vaccination and lactation services.

CONCLUSION

This internship at Cloudnine Hospitals was a transformative learning experience that went far beyond traditional data analysis. It enabled me to integrate marketing strategy, operational insight, and emotional intelligence to develop actionable interventions that improved both business outcomes and patient satisfaction.

It also redefined my understanding of healthcare marketing—not just as a push function, but as an empathetic engagement journey backed by data and driven by experience. The ability to convert everyday service moments (like ear piercing) into long-term brand equity and community trust is what sets Cloudnine apart.

As I look ahead to a career in healthcare strategy, I carry with me the belief that analytics and empathy are not opposites—they are the twin engines of sustainable healthcare growth.

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