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## A STUDY ON THE IMPACT OF CUSTOMER RELATIONSHIP MANAGEMENT IN HEALTH SECTOR: AN EMPIRICAL APPROACH

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### ABSTRACT

*This paper is an attempt to find out inter-relationships between customer's perception and customer satisfaction. The purpose of this paper is to find out the patient's satisfaction in private healthcare. A total of 100 participants were selected randomly those visit private hospitals in Raipur city for healthcare facility. This paper reviews and identifies essential service quality that is related with the customer satisfaction in the private hospitals of Raipur city. Customer satisfaction is supposed to imitate the need of healthcare quality demand by the customers, as straight and not direct associations exist between personnel support and customer satisfaction and concentration on customers and hospital amenities and between hospital amenities and customer satisfaction. The most important involvement of this study is that, it proposes a way to evaluate excellent services in the private hospitals.*

### KEYWORDS

CRM, health services, quality, hospitals, patient's satisfaction, healthcare.

### INTRODUCTION

The health care industry is actively engaged in relationship marketing and partnering activities. The more proficient service, hospitals can give their Customers' the further they will go in retaining them. CRM provides the organization with the chance to acquire and retain customer relationships. In today's world the medical sector is finding the need to know more and more about their current and prospective customers. India is witnessing an era where new hospitals are being built at a pace like never before. It serves to convert almost every customer interaction into an opportunity. It is the eternal truth that the more you know your Customers', the better you can respond to their current needs and forecast what their future needs may be as well.

The Health Care sector is now opting for Customer Relationship Management (CRM). CRM thus enables the health care sector to improve Customers' health, increase Customers' loyalty and Customers' retention and add new services as well. The CRM Health Care Services include strategic planning, communication services, consulting services, CRM for physicians, Campaign management, Database creation, segmentation, and communications strategies. Its diverse functionality enables employers, customers and employees to access common information. Millions of Customers' or customers are being contacted daily through phone, e-mail, fax, and face-to-face interactions.

Healthcare organizations are trying hard to maintain an outstanding relationship with their clients. CRM enables the health care industry to get essential customer information and use it as efficiently as possible. Hospitals are most important elements in any health care system. All these increase the need for an affective and well-coordinated customer approach. CRM helps businesses use human resources to gain insight into the behavior of customers and the value of those customers. Customer's relationship management (CRM) which has overriding significance for any business is no less significant for hospital services.

CRM stands for Customer Relationship Management. It is a process or methodology used to learn more about customers' needs and behaviors in order to develop stronger relationships with them. There are many technological components to CRM, but thinking about CRM in primarily technological terms is a mistake. The more useful way to think about CRM is as a process that will help bring together lots of pieces of information about customers, sales, marketing effectiveness, responsiveness and market trends. CRM helps businesses use technology and human resources to gain insight into the behavior of customers and the value of those customers. CRM stands for Customer Relationship Management. It is a process or methodology used to learn more about customers' needs and behaviors in order to develop stronger relationships with them. There are many technological components to CRM, but thinking about CRM in primarily technological terms is a mistake.

The more useful way to think about CRM is as a process that will help bring together lots of pieces of information about customers, sales, marketing effectiveness, responsiveness and market trends. CRM helps businesses use technology and human resources to gain insight into the behavior of customers and the value of those customers. CRM will help the organizations in Simplifying marketing and sales processes, Provide better customer service, Increase customer revenues, Discover new customer, Sell products more effectively and also help sales staff close deals faster. An important resource in a hospital is a human resource. Relationship of staff plays an important role in treating Customers' (customers). In health care, CRM practices are an essentially Customers' - focused strategy that involves effective management of hospital interface and interaction with Customers'.

The duty of the hospitals to make the Customers' and relatives understand that they are providing a good treatment. These facts demand hospitals to have a well-planned Customer Relation Management (CRM) programme. There are exciting challenges that these hospitals are facing while they are being commissioned. One frightening duty that every hospital, new or old, small or big, is facing today is the task of marketing. It is rather unfortunate that almost all these doctors had a poor marketing strategy. They were not even aware that a marketing strategy needs to be designed, while millions are exhausted upon making a hospital and so minute is done to promote them in a professional manner. The people who offer these products are very well trained in their area. Today technology plays an important role in overall competitive advantage of hospitals. There are forces which govern the current marketing environment in the service sector.

This research provides support and awareness that contribute towards closing important literature gaps. But it can also be exploited in the decision making Process of managers in their effort to compete. Various research studies have shown ample gap between the customer expectations and opinion of management and the gaps are continuously increasing the trend in the service sectors especially in Hospital sector. CRM organization: It means systematize the whole organization around CRM, which will lead to considerations like Organizational structure, commitment of resources and human resources management. Due to this fact a inclusive study is required to study the customer behavior and the service quality offered by the service sector to their potential Customers. This research is required to calculate the perceived level and expectation (desired) level of the customers towards the service rendered by the private players of Hospital which leads to expected intent of customers. The purpose of the present research is to deal with these anxieties by focusing this at a Center and building upon the concept of service importance through an observed research. The primary objective of the research is to investigate the relationships among quality of service, consumer satisfaction and the determination of behavioral intentions of both the customer and the service providers to retain the customer.

### OBJECTIVES OF THE STUDY

In the competitive market of health care, hospitals need to understand the key factors of Customers' satisfaction which will enable them to achieve a competitive advantage over competitive hospitals. In this study, the researcher sought to raise an analytical model of satisfaction of Customers in the selected hospitals in Raipur city. The main objectives of the study are:

- a) To examine the impact of demographic factors of customers in the Hospital.
- b) To classify the key service quality factors of hospitals that affect Customer satisfaction.
- c) To appraise how Customers rate the service excellence level of hospitals.

The research focused on customers ranking all the dimensions of service quality (consistency, sensitivity, assurance, communication, understanding, procedure features, cost, entrance, billing services, and treatment outcomes) in Raipur City and to identify the key factors of a projecting model of customer satisfaction.

**RESEARCH METHODOLOGY**

In order to achieve the specified objectives the following methodology is used which will be followed by hypotheses testing.

Area of Study: The study was restricted to Raipur City and only 5 Hospitals who have a minimum bed capacity of 50 Beds were selected. This is unique in many aspects, so far not; much work has been done on this aspect of marketing. In this study survey method will be used to collect the primary data.

**PRIMARY DATA**

Sample Size: For this present study primary data has been collected through the questionnaire and interviews conducted. Primary data is collected from Customers who visited in the Sample hospitals to avail different services and secondly the opinion from the hospital admistration was recorded.

**DATA PROCESSING**

After the field work was over the, data collected was through questionnaires was quantitative and qualitative which was processes using computer. The detail minute information of the observations and interviews was also analyzed, the perception, expectation and the decisions of the samples were incorporated. some respondents were found to be casual in answer the questions and the data filled in the questionnaire was incorrect. So it was necessary to erase the unwanted data. The data was entered into the excel sheet and processed using excel. The responses to the open ended questions were coded, examined, classified and processed on the computer. The data was presented in the form of simple table and charts.

**DATA ANALYSIS**

**TABLE 1: HOSPITAL SERVICE QUALITY PROPORTIONS**

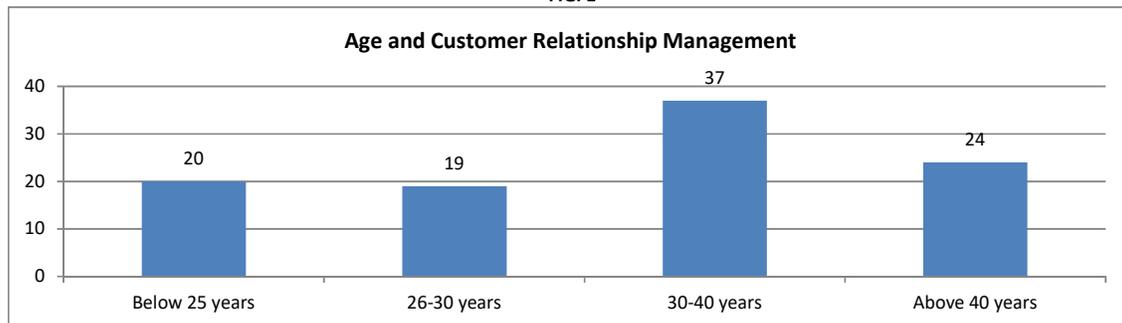
Sower et al's Aspect	Parasurman et al's Aspect	JCAHO'Aspect	Bowers et al's Aspect
1. Accessibility	1. Understanding	1. Efficiency	1.Sympathy
2. Effectiveness	2. Trustworthiness	2. Appropriateness	2.Trustworthiness
3. Respect and Caring	3. Receptiveness	3. Respect	3. Responsiveness
4. Wellbeing	4. Communication	4. Caring	4. Communication
5. Correctness	5. Compassionate	5. Safety	5.Caring-Warmth
		6. Stability	

Source: Chiang (2005) Patient Relationship Management Model for Hospital.Pp 77

**TABLE 2: AGE AND CUSTOMER RELATIONSHIP MANAGEMENT**

Sl.No	Age Group	Respondents	%
1	Below 25 Years	20	20
2	26-30 years	19	19
3	30-40 years	37	37
4	Above 40 years	24	24
	Total	100	100%

**FIG. 1**

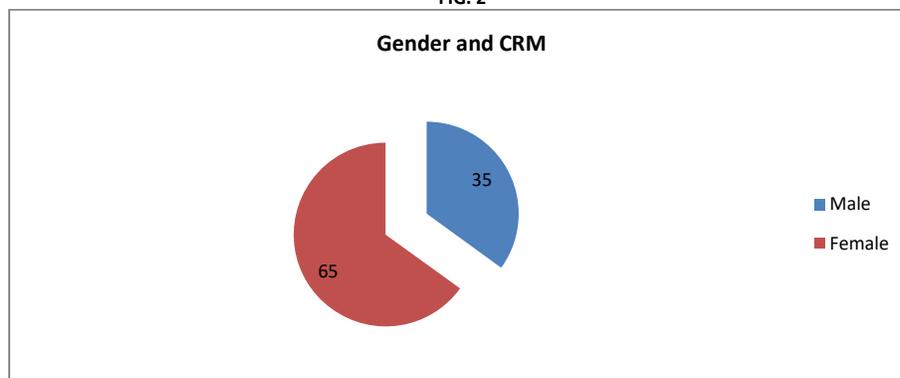


It is observed from the above Table and Chart that among the respondents of age group between 30-40 categories ranged between 37%. Thus, it may be revealed that that respondent of the age group between 30-40 years are having maximum Level of satisfaction than those with below 25years and respondents above 40 years.

**TABLE 3: GENDER AND CUSTOMER RELATIONSHIP MANAGEMENT**

No	Category	Number of Respondents	%
1	Male	35	35
2	Female	65	65
	Total	100	100%

**FIG. 2**

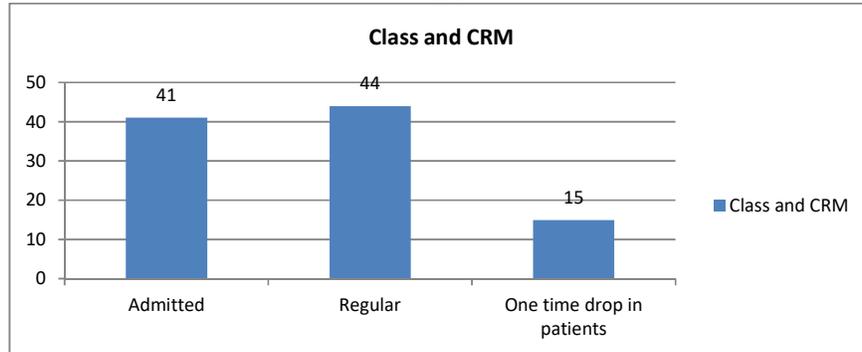


It is observed from the above Table and chart that the level of satisfaction among the surveyed were found that the male category was less satisfied the customer relationship Management of hospitals that the female customers. Almost 65% female were found to be satisfied with the customer relationship Management.

**TABLE 4: CLASS AND CUSTOMER RELATIONSHIP MANAGEMENT**

No	Category	Number of Respondents	%
1	Admitted	41	41
2	Regular	44	44
3	One time drop in patients	15	15
Total		100	100%

**FIG. 3**

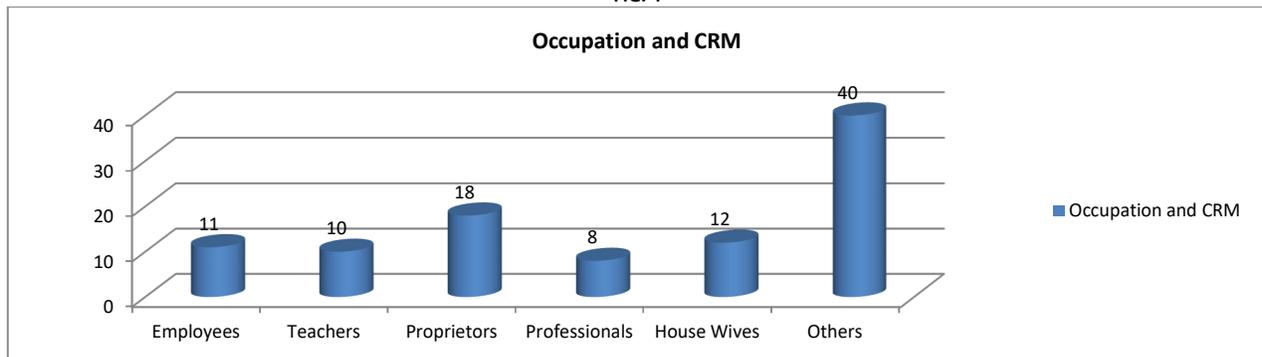


It is found from the above Table and Chart that regular patients who were surveyed found to be more satisfied on the Customer Relationship Management initiatives taken by hospitals than the admitted; secondly the One-time drop-in patients were found less motivated with the Customer Relationship Management initiatives.

**TABLE 5: OCCUPATION AND CUSTOMER RELATIONSHIP MANAGEMENT**

No	Category	Number of Respondents	%
1	Employees	11	11
2	Teachers	10	10
3	Proprietors	18	18
4	Professionals	08	08
5	House wives	12	12
6	Others	40	40
Total		100	100%

**FIG. 4**



An attempt was made to find out among the sample surveyed, what was the occupation and their satisfaction level on the CRM. It was revealed that from the category of Employees, Teachers, Proprietors, Professionals, House Wives, Others (customers from diff economic strata, job they do, etc), it was revealed that Others category (customers from diff economic strata, job they do, etc) were highly satisfied On the Customer Relationship Management Initiatives Taken By Hospitals than of Employees, Teachers, Proprietors, Professionals, House Wives of the surveyed sample.

**TABLE 6: OPINION ABOUT EXISTING FACILITIES IN THE HOSPITALS**

No	Rationale	Number of Respondents	%
1	Doctors Treatment	35	35
2	Nurses Job	11	11
3	Reception and Front office	06	06
4	Bills	18	18
5	Emergency & Ambulance	09	09
6	Pathology and other Lab service	08	08
7	Pharmacist	08	08
8	Sanitation	02	02
9	Canteen and Stay	02	02
Total		100	100%

The above table shows the opinion of surveyed respondents on the factors that influenced them to go a particular hospital and avail services. The respondents are asked to rank their preferences based on the factors that forced them to go to a particular hospital. The various factors that influenced the respondents were Doctors, Nursing, Reception, bills, Emergency, Lab Service, Pharmacy, sanitation, Canteen, Ambulance.

It was revealed that the majority of the customers 35% opined that the rationale behind selecting the hospital was the doctors they have and the treatment the doctors give to the patients as a major CRM initiative, secondly the customers opined that cost of the hospital is a major concern for them and opined that if the cost are reasonable and at par with the competitors they were satisfied and stay with the same hospital and also opined that the nursing in the hospitals is a major concern for them, they look for adequate nursing from the staff. Thus it was revealed that customers do figure out something in the name of CRM and rate the hospitals.

## CONCLUSION

In the health care business, managing the customer inside and outside the business environment and retaining them for long term is herculean task, which has to be performed by all the stake holders of a hospital. This is a sunrise industry, in coming day's chain of hospitals and big hospitals in small towns are inevitable and at the same time hospitals will see a big competition on CRM initiatives. The performance of the hospitals will be rated in near future and the best performing will get more customers.

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