

Sample Case Study

Sector: Healthcare



Audit Scope, Objective & Details



Objective: A growing clinics chain wanted to check the performance of its outlets and identify areas of training.

Audit Parameters

- Telephone Interaction
- Process Adherence
- Check-Up Process
- Need Assessment
- Objection Handling
- Employee Standards
- Treatment
- Closing
- Follow Up
- Ambience & Hygiene
- Billing

Audit Details

- No of outlets audited: **20**
- Number of Walk-ins Per Outlet: **2 per month**

Shopper Profile

Shopper selection was based on multiple criteria:

- **Age:** 25-60 years old
- **Gender:** Mix of males & females
- **Income:** > 10L per annum
- **Medical History:** People who had visited a hospital before

Quality Control

- Detailed shopper briefing on scenarios and guidelines
- Real time reporting- Shoppers were asked to submit the report within 24 hours of audit
- Mandatory proof of visit submission

Approach



1

redquanta studied the SOPs and recommended the following format for the audit:

1. Taking an appointment over the phone
2. Tracking the pre-visit follow -up
3. Visit to the outlet
4. Post visit follow-up



2

redquanta prepared a detailed questionnaire keeping in mind:

- Flow of experience
- Parameters to be measured



3

Shoppers performed the audit and filled the online questionnaire within 24 hrs. of completion of the audits

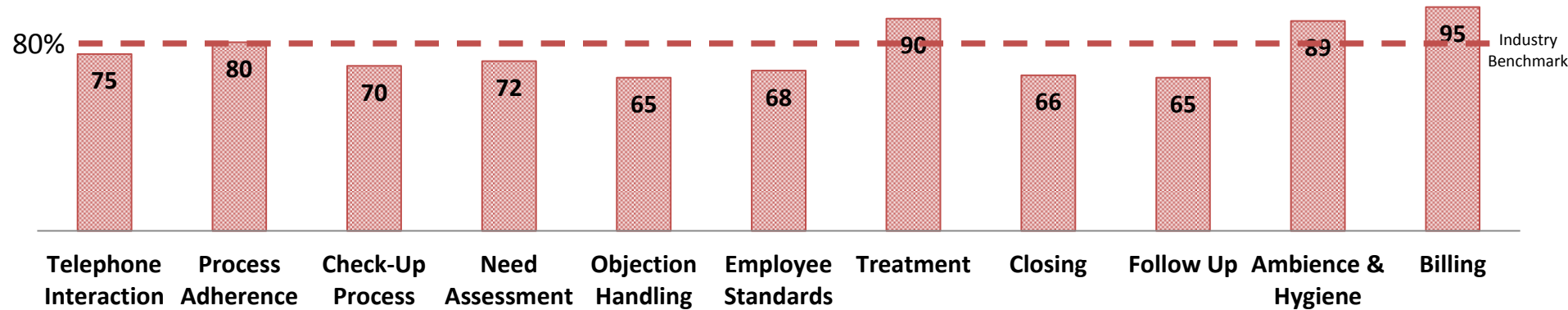


4

redquanta's team delivered the following:

- Weekly Status Reports
- Cumulative Result
- Macro and Micro insights
- Management Action Plan

Audit Results



Shopper Insights

“Upon enquiry about the company, the staff did not say most points about the brand that they should have, which did not instil confidence in me”

“I did not receive any follow up calls despite me having indicated that I am likely to visit for another treatment”

Key Insights

- The staff were not following SOPs especially in cases when a specific question was raised to them
- The reception staff was observed to be not interested in the patient’s concern in 60% of the audits
- 96% of the shoppers did not receive any follow up calls – which could lead to a potential revenue loss

Management Action & Results



Management Action

- A training workshop was developed to educate the staff about the brand values
- Incentives of the reception & consultation were linked to the performance
- Top 5 outlet performance were used as benchmark for the next month

Results

- **Increased walk-ins over the next two months – 20% of these were referrals by existing customers**
- **14% increase in sales over the next month due to better follow ups**

A word cloud featuring the phrase "Thank You" in multiple languages. The words are arranged in a roughly triangular shape, with "THANK YOU" being the largest and most central. Other languages include Spanish, Arabic, Indonesian, Chinese, Hindi, and French. The words are in various orientations, some horizontal and some vertical.

THANK YOU

GRACIAS
ARIGATO
SHUKURIA
JUSPAXAR
DANKSCHEEN
TASHAKKUR ATU
YAOHANYELAY
SUKSAMA
EKKHMET
TINGKI
BIYAN
SHUKRIA
GOZAIMASHITA
EPCHARISTO
KOMAPSUNNIDA
MAJKE
GRAZIE
MEHRBANI
PALDIES
BOLZIN
MERCII