

Case Study

Mystery Shopping at Hospital

Marketing Challenge:

To conduct a Customer Experience Mapping exercise from initial contact to resolution (either OPD or IPD). They wanted the reasoning for the dropping number of OPD prescriptions that translate to IPD. Also they wanted to understand the key barriers and perceptions of the patients and their care takers for the declining numbers with respect to:

- What are the features and factors that **limit/influence** their decisions
- Who is it that actually **drives** the decisions?
- Are there **multiple influencers** involved at various stages?
- How is the information received?

Also it for their future strategies they wanted to understand the current greatest unmet needs of the patients and the care takers

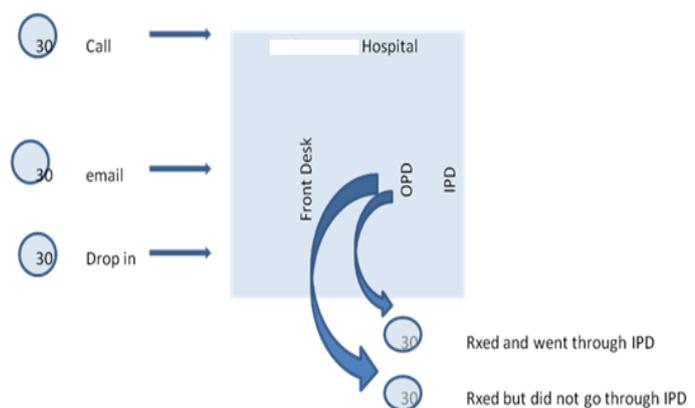
MMRSS' Approach:

Execution was done using 2 Research techniques:

PATIENT MYSTERY SHOPPING: A mystery shop was answer to the customer experiences issues and a visit was made to the various access points by our experienced surveyors posing as a “real care takers” By using scenarios that are pre-agreed with our clients, they recorded the actions taken by staff using tailor made questionnaires. Comparing the results to likely or expected answers enabled an assessment to the terms of compliance to company procedures and also gives a rating of the customer care service.

HOSPITAL INTERCEPT

INTERVIEWS: We intercepted patients at the time of exit or entry to the hospital to understand and map the experience. Patients entering the hospital were **ONLY** new patients of the hospital. They were briefed on the audit document prior to their visit. Patients leaving the hospital were used to validate the data provided by our mystery patients. Triangulating the data in this fashion was allowed for more robust and reliable results.



The Results:

1. Map Touch Points which generate “The Experience”
2. Attach values to Touch Points “Experience Score”
3. Weight these values by importance the customer places on a given part of the experience
4. Ultimately create benchmarks to develop long term KPI’s and monitor

Related readings:

[Automobile dealer’s Mystery Shopping](#)

About Majestic MRSS:

Majestic MRSS is more than a decade old full service market research company with clients in the Pharmaceutical, Healthcare, FMCG/CPG, Automotive, Information Communications and Technology (ICT), Hospitality & Retail, Media sectors. MMRSS has its presence in fifteen countries in Middle East and Asia. Majestic has always been at the forefront of technology as an emerging force in Asia and the Middle East in the last decade. To learn more visit www.mmrss.com

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