



## Hospital Survey Provider

### Company Description

The client markets an innovative, end-to-end customer satisfaction and information retrieval program that provides high response rates, timely results reporting, and survey flexibility...at an affordable cost. They provide cost-effective customer monitoring programs for firms in the following industries:

- Healthcare
- Hospitality
- Retailing
- Real Estate Leasing
- Wholesale Product Registration
- Research

### Application

Speech-enabled hospital patient feedback survey.

### Key Business Challenge

This client seeks to provide a “customer relationship management” solution deployed using a service model format. The key business challenge is capturing high quality, high response rate patient feedback within 24 hours of a hospital experience without incurring the expense of live telephone agents.

### Parus Solution

The Parus solution includes three components:

**Complete Survey** – a hosted inbound customer satisfaction survey for the company’s hospital clients. The programs consist of 20 – 35 survey questions. The duration of the IVR survey is dependent on the number of questions in script. Program length varies from 1 to 30 minutes (or less) for English or Spanish. The typical average of such surveys is 7 minutes.

**Standard Survey** – a hosted inbound customer satisfaction survey for use with a standardized patient survey program consisting of minimal customization [e.g., CMS national patient experience survey program]. The CMS survey program consists of approximately 27 survey questions. The duration of the IVR survey component is projected to take approximately 7 to 9 minutes (or less) for respondents using the English or Spanish language survey option.

**On-Call Survey** – a hosted inbound short-response-only survey program for the company’s hospital clients. The program typically has few if any survey questions. Rather, the survey program consists of two to three sections: an introduction section similar to the company’s other survey programs, an optional limited question set, and a wrap-up section designed to capture a customer’s verbatim comments, feedback or other short-responses [e.g., name, address, phone contact]. The duration of the IVR survey is approximately 3 to 5 minutes for most language options. The typical survey length is estimated to be 4 minutes.

### Competitive Alternatives

This client previously used a solution provided by another provider of IVR applications.

### Reason for Choosing Parus

The company selected Parus for its willingness and ability to customize and evolved the solution to meet specific end user demands over time. Parus’ assessment process in the initial stages of the relationship gave insight into the important business drivers and allowed Parus to fully understand the client’s business needs. Beyond that, the flexibility afforded by the Parus Integrated Service Creation Platform (ISCP) allows this client both affordability and timely customization cycles.