

CASE STUDY:
Client Satisfaction Study
Reveals Opinions of
Hospitals



Client: National Provider of Hospital Information Systems

Issue: Measure and track satisfaction by hospital and system

Methodology: Custom-designed client satisfaction program incorporating relevant feedback from system users and c-level executives

Research ROI: Determined key operational and customer service strengths on a quantitative basis. Identified key areas and issues for improvement. Highlighted differences and similarities in viewpoints among different types of users (CFO vs. CNO).

The company used results to measure and track level of client satisfaction, showcased key results in its sales efforts, and developed action plans around key issues needing attention.

