

2B Learn

THE CUSTOMER'S POINT OF VIEW

What does your service look like from the customer's point of view? Where are the bottlenecks in the service?



This is what the customer appreciates:

Patients liked the polite and friendly attitude of the staff; cleanliness in the department; free treatment



These are the customer's challenges:

Long wait for hospitalization;
Problems with limiting access to the street;
Problems with food (monotony and a small portion)

How is customer value created?



What factors lead to customers recommending your service?

Constancy,
stability in obtaining medical services on a free basis

Choose the most important development objectives and form questions about them.



TOP 3 customer experience problems to be solved / development objectives. E.g., the customers feel the service is too expensive.

1. Dissatisfaction with daily routine
2. Dissatisfaction with not being able to smoke
3. Dissatisfaction with the number of

Questions regarding the development objectives. E.g., how could the value of the service be increased? How could doing and experiencing things together be emphasized?

1. How do you think the daily routine should be changed?
2. How the problem of not being able to smoke could be solved?
3. How could the diet and menu variety could be improved?

Adopted from "SDT - Service Design Toolkit, JAMK University of Applied Sciences, www.sdt.fi