

Things to consider when choosing a customer feedback program

Responding to customer needs is essential in driving loyalty. Most existing customer feedback tools utilized by healthcare organizations do not provide the clarity, immediacy, or depth of insight needed to provide you with a true understanding of the customers you serve. We offer this evaluation checklist to guide you as you select a partner to capture the voice of your customers.

CUSTOMER LIST MANAGEMENT	NRC HEALTH	ALTERNATIVE SOLUTION
Supports HL7 interface to ensure real-time outreach. Use of ADT messages ensures transfer of rich customer demographic and health data to drive deeper insights.	✓	
Manages customer lists as micro-communities to gain deeper insights on specific customer populations, e.g., by studying a community of “frequent healthcare users”	✓	
CUSTOMER OUTREACH		
Is able to gather feedback from customers after care	✓	
Is able to reach out to customers via multiple technology-enabled modes (email, IVR, SMS) and captures customer feedback without email addresses	✓	
Is able to receive feedback from 92% of customers within 24 hours of outreach	✓	
Uses recommended question sets, derived from nearly four decades of validated survey instruments and a focus on customer-centered research	✓	
Uses health system and provider-branded outreach	✓	
INSIGHTS AND REPORTING		
Is able to push provider level scorecards to all caregivers	✓	
Is able to subscribe users to any report for automatic and recurring distribution	✓	
Has an easy-to-navigate reporting interface. Reports target a diverse user group, from executives to analysts	✓	
Benchmarks and dropping percentiles	✓	
Has access to respondent-level data extracts for integration with CRM, EMR, or data warehouse	✓	
Is able to set and track progress to goals at the question level	✓	
Uses Natural Language Processing to theme and provide sentiment on customer stories	✓	
Uses cohort and segmentation reports, predicting the experience and needs of specific customer populations	✓	
ADVANCED ENGAGEMENT		
Provides real-time service alerts and service-recovery modules	✓	
Offers physician-coaching and skill-building content	✓	
Integrates with NRC Health transparency, reputation, and community insights solutions: <ul style="list-style-type: none"> • Publication of star ratings and comments to provider web properties • Monitoring of third-party reviews • Building and engaging community panels 	✓	
Offers virtual, regional, and national networking events to share best practices	✓	
PARTNER BACKGROUND		
Has exclusively focused on healthcare for 35+ years	✓	
Is a CMS-Certified Survey Vendor for all CAHPS modules	✓	
Gathers feedback across entire health continuum	✓	