

Capturing Voice-of-the Customer / Client – A Systematic Approach to Greater Customer / Client-Centricity Applying Lean Six Sigma Methodology

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Abstract

This study focuses on voice of customer to design best practice to improve quality care, quality service, enhance financial productivity and profitability using lean six sigma. It generates greater customer / client retention. The company loses significant number of clients due to misconduct and ineffective services. A survey was conducted to identify the causes through 200 clients for three months. Pareto chart was used to identify critical areas causing most problem. Control chart was used to monitor dissatisfied clients by category before improvement. Lean six sigma methodology was applied to improve it. Initial health assessment root cause analysis process was used including fishbone diagram. A QFD chart was develop for Voice of Customer (VOC). Nine categories of clients dissatisfaction was found through extensive survey. After analysis, the team found four most frequent root causes: deficiencies in policies and procedures. Lack of employee training, lack of communication and coordination. And deficiencies in preparing client's health assessment, service plan and lack of important and vital information about the client. Policies and procedures have been revised. All office staff, field supervisors, care givers and clients were trained on policies, procedures and about ensuring health and safety of the clients. After implementing client's dissatisfaction average rate was decreased from 15% to 3.6%. similar approach can be used for healthcare improvement for similar situation.

Keywords

Voice-of-the Customer, Systematic Approach, Client-Centricity, Lean and Six Sigma.

Biography

Mr. Hosseinkhanli is Director of Quality Assurance, Performance and Business Improvement Amor Health Services, Inc. in Brownsville Texas USA. He was General Manager of Almana Trading in Doha Qatar Middle East and responsible for all aspects in creation and implementing of successful growth of new market development and turn-key operation for various products. Mr. Hosseinkhanli was involved with financial negotiation with national and international banking, corporation, private sources and trading organization. Volvo International Development Corporation, Gothenburg Sweden, Marketing Director For The Middle Eastern Countries, UAE, Saudi Arabia, Bahrain, Turkey and Iran. Negotiated and established exclusive franchise agreement and turn- key operation. Did market analysis and feasibility studies for Volvo International in the Middle Eastern countries and increase annual sales in excess of 55%. Chief Industrial Engineer, United Carr, manufacturer of plastic knobs for Automotive Industries, Knoxville Tennessee USA. His education background is: Master of Business Administration from IMMEDE Management Institute in Lausanne Switzerland majoring in financing. Bachelor of Science in Industrial and System Engineering from University of Rhode Island in Kingston Rhode Island USA. Certified Business Analyst from International profit Association in Buffalo Grove IL USA. Certified Six Sigma Green and Black Belt from Institute of Industrial Engineers. Extra Curriculum Activity: Senior Member of Institute of Industrial Engineers, Senior Member of ASQ and Senior Member of Swedish Method and Time Measurement Language: Fluent in English, Swedish, German, Turkish, Farsi and some Spanish.