



"THE COLLABORATION HAS BEEN MANAGED IN A STRONG AND EFFICIENT WAY. I RECOMMEND TRAINERS' HOUSE AS A PARTNER"

VITA LÄÄKÄRIASEMA

A LASTING IMPRESSION

"VITA is a medium-sized consortium of health service businesses from Finland, established in 1994. VITA includes VITA Lääkäriasema Oy, a medical clinic located in central Helsinki, and VITA-Terveyspalvelut Oy, the company's central laboratory, which provides services nationally."

INCLUSION IS KEY

"This work really was carried out together. The project group included our doctors, nurses, laboratory staff, physiotherapists, psychologists and representatives of the service centre. We wanted everyone to get behind the shared actions and we wanted to ensure that everyone's opinions were heard,"

Immonen comments.

We began building the customer service concept by interviewing customers in the waiting room as well as occupational health care personnel by phone. "There was a very positive approach to the interviews and the customers were pleased to be able to contribute. The occupational health care contact people were also keen to participate in comprehensive interviews," Immonen continues.

"We have noticed that every service phase affects customer satisfaction, in addition to medical factors. We wanted to focus on the overall customer experience. Following the speech, we decided to build an entire customer service concept with Trainers' House," says Pirjo Immonen, Account Manager at VITA.

The entire project group participated in defining the customer's path and touchpoints. The most critical touchpoints in terms of the customer experience were selected.

"We defined the customer's path at the medical centre - we thought about what happens, from making an appointment to arriving at reception, all the way to the moment the customer leaves the clinic. All of the touchpoints need to work well to ensure that the entire customer experience works and the customer is left with a good impression of us,"

Hurme says.

We engaged in sparring with various professional groups on the new customer service model. After concept construction and sparring, the focus shifted to fine-tuning everyday actions in line with the desired customer experience and concept. Trainers' House's Impact Map and Pulssi change management system were used to help with everyday matters.

CHANGE MADE AS A SINGLE TEAM

"Every member of personnel is familiar with the concept of the customer experience and it is actively on our minds. The amount of work to improve the customer experience has clearly increased and we regularly go through customer feedback with the personnel. The customer experience is now also a part of every conversation with occupational health care customers."

The increased amount of positive feedback is particularly pleasing. The results of the customer satisfaction survey have been constantly improving. Trainers' House has been actively present and committed to our shared actions. I have been satisfied with our collaboration and I tell everyone openly who we work with," Immonen says.

"The collaboration has been managed in a strong and efficient way. I recommend Trainers' House as a partner," Hurme concludes.

