Work Plan and Methodology

The following discussion, concentrates on the methodology to be used, elaborating upon the various aspects of research design, study area, samples size and methods of data collection and data analysis using tools lie ANNOVA or SPSS.

Research Design : An exploratory research will be undertaken to focus on creating a customer Relationship Management strategy for the hospital. This research will be based on the following:

Customer Study- First, the customers will be studied based on their profile, behavior and perceptions about the hospital and the services offered. In addition, a study on the customers visiting again will be conducted also the factors affecting the relationship between the hospital and the customers will be investigated.

Data Collection - The research is primarily based on secondary data, and it also requires primary data as well. The tools for data collection are:

a) Secondary Data :  1  Feedback forms  2  Patient records  3  Repeat patient records.

b) Primary Data :  1) Questionnaire : A questionnaire will be designed mainly to evaluate the factors important in building a healthy relationship between the patients and the hospital. This helps in building hospital image so that if need arises patient visit again.

  2) Interviews : An interview of the staff will be conducted. The main purpose of this is to get information regarding various services available. Interview of patients will also be conducted to assess their needs and expectations.

  3) Observation : This will be done mainly to assess the patient flow, time required for each process and the attitudes of the staff towards the patients.