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Customer Loyalty

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Customer Loyalty

The Healthcare industry is among the many fields that face stiff competition; as a result, every healthcare organization is working towards accomplishing customer satisfaction and fulfilling customer expectations. However, achieving this has become very hard for several organizations and thus making them lose customer loyalty. Currently, consumers have become careful when making decisions concerning their healthcare provision by focusing on services provided, cost and accessibility of the facility. Consequently, making customer management become critical in offering quality service and care to customers that they need. Customer expectation controls the level of customer satisfaction which in return impacts the consumer's repurchase decision. Therefore, companies are required to focus on providing their goods and services more than how clients expect to make them earn customer loyalty, buy more and invite other customers. This paper will focus on the analysis of the medical equipment and supply company as well as proposing the best practices to enhance consumer loyalty and provide recommendations to be implemented by the organization to ensure customer retention is maintained.

Best Practices to Enhance Consumer Loyalty

Developing customer and company relationship is very crucial for the success of healthcare organizations. The relationship is developed when customers are served in a friendly and customer experienced manner. Several practices should be adopted to ensure customer loyalty is maintained in healthcare organizations. First, in order to improve customer loyalty in a healthcare organization, they must practice social media techniques. Technology has highly increased and almost everybody operates their business through social media. Therefore, healthcare is not an exception. Through social media handles, healthcare organizations will be

able to inspire healthcare providers and patients' relations (Hong & Lee, 2018). Furthermore, this practice will make the brand of the company to be seen from a personal perspective as well as provide opportunities to easily respond to patients complaints practically (Hong & Lee, 2018). Besides, social media will help healthcare organizations to understand their customers better and be able to satisfy their wants fully as well as meet their expectations. Also, it will be another platform for showing customers what the organization is doing to enhance customer care and get employees involved in the process.

Patients always require to know more information about their bodies and how things are performed. Therefore, the next best practice to enhance customer loyalty is providing enough information to patients to reduce certain behaviors that may lead to misperception and disbelief (Meesala & Paul, 2018). Besides, when patients have required information, they tend to trust the healthcare organization and be more interactive. Furthermore, whenever they feel that some information was hidden from them, they will feel abandoned and may not follow medical commendations provided to them. Although not all individuals are experts in therapeutic issues, they need to know about their medical conditions, hence making information conveyance practice more important.

Another practice of improving customer loyalty in healthcare is enhancing privacy in inpatient medical information. Despite patients having a dire need of knowing about their health information they always require their information to be kept secret and not be disclosed to anyone else unless they provide consent. Thus, making privacy a primary concern to almost every patient. Furthermore, when medical information is maintained well with no unauthorized person access will make patients feel valued and contented in the organization (Gonzalez, 2019). Staff in the organizations are also required to welcome patients well as well as commiserate with

them and make them realize how committed they are in their company's privacy policies. Moreover, customers will always come back when they feel their information is secured. However, when healthcare organizations are not sensitive to patient critical information such as sexually transmitted diseases, they will make them feel ashamed and not come back to the organization for treatment.

Enhanced personal experience among patients and their healthcare providers also play a crucial role in maintaining customer loyalty. Patients always feel they want to be related to their physicians at a personal level when talking about their health matters. Although implementing this practice is hard especially in large healthcare organizations where they deal with a large pool of patients, it is very important in understanding and relating to them on a personal level particularly those individuals with serious medical issues. This will help them change their perception of their health and have a positive change in their lives. Additionally, this practice can be achieved through listening to patients, look them in the eyes while talking and making sure that other employees know the significance of personal interactions (Gonzalez, 2019).

Lastly, is through accelerated service delivery especially when patients who need emergency services are in place. Some patients may require speedy treatment, therefore, through arranging healthcare providers in such a way that some are to handle emergency services while others concentrate on providing general services will be of great help (Kasiri et al., 2017). Even though it will be quite challenging, but it will be worth to make patients feel accredited and appreciated with the service delivery. Furthermore, healthcare services being very critical and works towards saving the lives of individuals should be hasty in performing their services to ensure patients' pain is relieved and make them feel that their life is important.

Customer loyalty has provided more benefits to the healthcare organization. First organizations benefit from patient referrals and thus no advertisement is used since customers inform each other and recommend them due to good experience obtained (Bhat & Darzi, 2016). To perform a profitable business, patient retention is critical since it provides an environment for business growth. Furthermore, customer loyalty is cost-effective because since through providing excellent treatments and patient satisfaction allows them to spread the goodwill of the organization and hence not using more cost on obtaining more customers.

Recommendations for the Medical Supply Company

Customers will return to another company for their purchases when trust and expectations reduce in a certain company. In this case, the Medical Supply Company has not provided satisfaction to its customers that is why they only get new customers and are unable to retain them. I would recommend that Medical Supply Company improve its customer experience by improving on the experience and awareness (Ismail & Yunan, 2016). Furthermore, they should also focus on their customer service and ensure they communicate using respectful terms. Another strategy to implement is to reward customers for their loyalty. Encourage users to become a repeated customer by targeting them with right loyalty programs by every purchase they make whether it is goods or services as it adds value to the company. Customers always love surprises and gifts of any form; therefore, medical supply company should provide other loyalty programs other than just discounts, for instance, thank you cards (Bowen & McCain, 2015).

Moreover, Medical Supply Company should focus on creating their products with modern technology that ensure safety is maintained. For instance, medical equipment like a wheelchair, Walker must have more features with advanced technology and safety

recommendation as it makes customers more willing to buy the products. Furthermore, the use of technology makes their products unique and efficient and this will encourage customers to always come back as they will always be looking at the quality and safety of products (de Waal & van der Heijden, 2016). Finally, the company should work on recognizing customers' needs which will make them develop strategies that will focus on what they expect leading to customer satisfaction. Additionally, understanding customer needs allows the company to align its culture, communication and beliefs based on the requirements as a result of improving customer loyalty.

Understanding customer needs is very crucial in improving customer loyalty. The realization of the needs can be achieved through performing research from clients and customers by either performing interviews and questionnaires. When staffs understand what customers need, they will work towards improving their communication levels and providing the best products and services required by customers hence meeting customer expectations. Furthermore, based on the need's managers will be able to set achievable goals and thus quality services and goods will be developed making sure that customer satisfaction is obtained and customers have positive options hence considering repurchase.

In summation, customer loyalty plays a crucial part in success of any business which is the degree of customer's likeliness to perform their purchases more than once with a company. The reason for this is because of satisfaction, the general ⁹ value of goods and services provided as well as a good experience received. Furthermore, customer loyalty in a healthcare organization can be obtained through practices such as use of social media, increased speed in service delivery, provision of more information to patients, enhanced personal experiences and commitment to privacy. Medical Supply Company should focus on several strategies including

implementing loyalty programs, improving customer experience, use of technology and realizing customer ⁶needs.

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