**Brief Organizational Profile**

KK Women’s and Children’s Hospital (KKH) is specialized in Obstetrics, Gynacology, Paediatrics and Neonatology.  The hospital has 830-bed hospital and it acts as a referral centre to handle high-risks conditions in women and children. KKH harness latest technology and innovations for the best medical care possible. Besides that, KKH believes that world-class clinical training and research are imperative in raising the stand of care which they strive for world-class clinical leadership. (KKH, 2014)

KKH expected service promises as they continually raise the bar on clinical excellence, being sensitive to their patients’ needs for a pleasant hospital experience. A place where patients receives seamless service and enjoy the warmth of compassionate care in a healing environment. (KKH, 2014)

#### Data Collection Method

In the data collection method, a set of questions will be designed for the patients. In the questionnaire, it allows us to collect more data on the services provided in the hospital and from there we are able to analyse the gap between the patients and the hospital.

Below is the designed questionnaire for the patient:

1. The services provided by the care provider

* Very Poor
* Poor
* Fair
* Good
* Very Good

2. The facilities of the hospital

* Very Poor
* Poor
* Fair
* Good
* Very good

3. The responsiveness of needs given by the care provider

* Very Poor
* Poor
* Fair
* Good
* Very Good

4. Cleanliness of the hospital

* Very Poor
* Poor
* Fair
* Good
* Very Good

5. Information was well-given

* Very Poor
* Poor
* Fair
* Good
* Very Good

6. The waiting hours (With or without appointment)

* Very Poor
* Poor
* Fair
* Good
* Very Good

7. Your confidence level in the care provider

* Very Poor
* Poor
* Fair
* Good
* Very Good

8. The overall services provided

* Very Poor
* Poor
* Fair
* Good
* Very Good

9. Is the cost of the hospital fee value for money?

Please state:

10. Comments (Describe good or bad experience)

Please state:

#### Full service audit results (See attached from excel sheet)

#### Analysis

Customer Gap is about what the customer expects and subsequently perceives. In order to narrow down the customer gap, it takes good service to enhance better service quality. The following two gaps would be elaborated as it consists of the lowest score in the results of the Service Quality Gaps Model.

Gap 1: Expected service perceptions (Customer VS Organisation)

* **Customer**

Customer’s satisfaction is one of the very important things to consider in an organisation. It is the perception of a service and it’s influenced by a number of factors such as the experience service. In addition, customers expect services to meet their standards as well.

Firstly, cost is one of the things to consider the most. Patients who visit KK Women’s and Children’s hospital expect the costs to be low. This is because KK Women’s and Children’s hospital is a public hospital strictly which is strictly only for Women and Children. Therefore, the government pays subsidiary, following the patients to pay lesser charges to the services being provided. (Bumble Bee Mum, 2015)

Secondly, the quality of the service is expected to meet customer satisfactions. This means the patients who choose to visit KK Women’s and Children’s Hospital would predict that their needs and wants are fulfilled once they chose to use this service provider. For example, the equipment’s of the hospital that is used to treat patients should be working properly and accurate in order to provide the best possible service the patient’s needs.(Musicstore, 2015)

More importantly, patients expect the hospitals cleanliness as one of the very most important things. Hospitals are all about sick patients coming together to get treated. This leads to a lot of bacteria and viruses as well. Therefore, KK Women’s and Children’s hospital should stay in alert and make sure that the hospital is hygiene and that it meets customer’s expected service perceptions about the Hospital. (theAsianparent, 2015)

* **Organization**

*KKH’s Vision*: The leader for Women and Children in healthcare

*KKH’s Mission*: Leading in excellence, holistic and compassionate care for Women and Children.

*Core Values of KKH:*

* Compassion

- Treat everyone with kindness, respect and dignity.

-  Sensitive to patients’ and their families’ needs and their right to privacy.

* Integrity

- Adhere to the highest standard of professional conduct and ethical behaviour.

* Collaboration

- Deal with diversity with an open-minded and value the contributions of all who are working together to achieve our common goals.

* Environment, Health & Safety (EHS) Policy

- Promote a safe and healthy environment

- Protect the environment

- Promote continual improvements to achieve EHS targets and objectives

(KKH, 2014)

Gap 2 – Customer Gap (Expected VS Perceive Services)

* **Expected Service**

In today’s world, the consumers have become very demanding. All the consumers want high quality products and high quality customer services. Services that don’t match with customers expected quality service are difficult to sustain a competitive market.

Service quality is about closing the gap between what the customer expects and subsequently perceives. This gap is called the ‘customer gap’.

As discussed in Gap 1, in relation to customer versus organisation, Customers expect the services provided by KK Women’s and Children’s Hospital to meet their satisfaction level. This means that they expect the Hospital to provide Patients with high quality services and with excellent equipment’s in order to make the patients of KK Women’s and Children’s Hospital satisfied. (Hester, 2015)

As KK Women’s and Children’s Hospital is strictly for women and children only, customers expect the services to be comfortable and also for the staff’s to be friendly and helpful. In addition, the management team of a Hospital should work very hard in order for the Hospital to be a great success. Therefore the management team should a strong team in order to run smoothly to make their patients happy. (Hester, 2015)

* **Perceive Service**

As data collected, the patients of KK Women’s and Children’s hospital did not receive the services as according to their expectation level. The patients were dissatisfied and had many complaints regarding the services they received from the Hospital. (Admin, 2015)

According to the questionnaire, the services provided by the care provider were rated as poor mostly by the patients. In addition the facilities were not up to customer expectations, the hospital was not hygienic and the staff’s weren’tmuch helpful to the patients. More importantly, though the patients make an appointment long waiting hours were expected as well. (singaporemotherhood, 2015)

It was also noted that the equipment’s and machines that were used to treat the patients weren’t up to customer expectations. Most of the equipment’s were either damaged or broken according to the questionnaire.  It’s important for a service provider to meet up to the exceeded expectations. Therefore providing a good customer experience should be KK Women’s and Children’s Hospital’s first priority in order to make their patients happy and satisfied. (littledot3, 2015)

#### Conclusions and Recommendations

In conclusion, the results have shown that KK Women’s and Children’s Hospital (KKH) lack in ways they deliver their services to their patients. The management perceptions of customers’ expectations differed from what the customers expect which KKH made some wrong decisions in delivering the right service to the patients. Although KKH had substantial information on handling patient scientifically, the relationships with customers was not substantial due to the feedbacks collected from patients that had visited the hospital.

A common field of knowledge regarding what can be expected and what is being perceived is needed through communicating. With good relationships that lets service provider learn more about their customer’s competence and specific needs, KKH can improve their internal efficiency and more effectively aligned to the customer needs to improve external efficiency as the perceived service quality increases for the customer.

A new service development with business strategy through implementation could improve service performance. It is critical to understand and translate customer expectations where KKH can concentrate on the service encountered that had directly influence the service experience.

It is recommended to address further issues to the listening gap out of the others gaps as it is the most unruly factor in the results that were analysed. It is needed for KKH to build more relationship with customers as it enables a mutual learning experience for both KKH and the patients.

#### Joint Reflections

**Collaboration Experience**

In this group work, working with another person helped us to learn new things from each other such as developing new skills and taking a fair share of the work by dividing the amount of work equally between the group members. Working together as a group helped me to re-inforce skills such as planning and managing time and also giving and receiving feedback on the work we have done (Fathimath Sanya Hussain). Working in a group, also helped me to learn how to deal with other classmates outside my circle of friends who have different backgrounds and experiences. The work was divided among the member equally and we sat down together and discussed about a brief draft. My group members motivated me to finish the work on time and also helped me through the assignment (Evelyn Kwok Mei Yu). Lastly, we have learnt from doing this assignment as a group that the potential rewards can only be achieved because of the performance as group and not just the individual itself. Therefore it was a powerful motivator, as a group because it was either succeeding or failing together. We were all willing to get to know one another, we were all open to new ideas and when a bad idea was shared among neither of us judged and we knew how to accept individual expressions. (Leo Jia Lin, Megan)

**Services Marketing Experience**

In our service marketing experience, we had conflicts in choosing the organisation at first as there were different points of view and different ideas among each other. We experience something different when we handed out the questionnaires to our friends and family members to take the survey. We experience some are willing to take the survey but some do not as they did not want to disclose bad experience within them. During the data collection for the services audit, we learnt and experience how the society work with different ideas to maintain customers’ relationship and what can be done to improve their current and future service recovery. Through this information, we audit the organisation and came out with an analysis and gave appropriate recommendations for the organisation to improve. Lastly, through this experience we learnt the importance of services marketing. With good services provided, everyone will be satisfy.  (Fathimath Sanya Hussain, Evelyn Kwok Mei Yu, Leo Jia Lin Megan