

IMPROVING CUSTOMERS' EXPERIENCE THROUGH SINGLE QUEUE SYSTEM ENHANCEMENT

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Background & Objective

An outpatient’s journey in the hospital often ends at the cashier or the pharmacy. They are required to check-in when they reach the respective counters in order for the queue system to capture their journey and time spent. The previous queue system display (Figure 1) that did not provide clear information on a customer's queue status have caused confusion and unnecessary delays. This is evident when the customer later returns to enquire on their status, only to have the staff at the counter spend an average 10 minutes to investigate and find out that it was a missed queue. The objective of enhancing the queue system display is to improve customers’ overall waiting experience at the hospital’s outpatient setting.

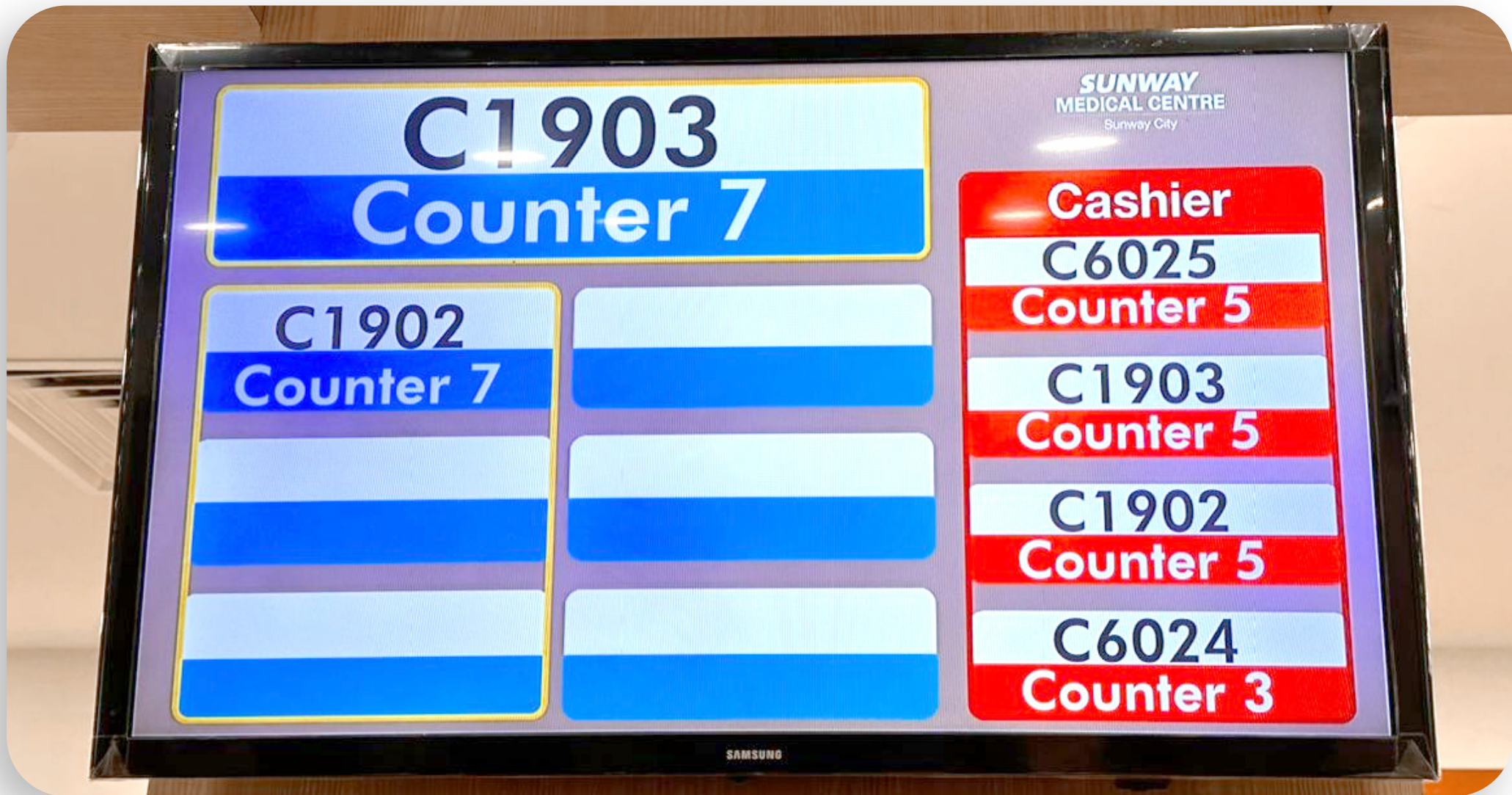


Figure 1: Previous queue system display on TV

Methods

Pharmacy and Business Office (BOFF) department held several brainstorm meetings to list key enhancements, prior to proposing to the vendor for further discussion. Below summarizes the processes that took place from the initial brainstorming meeting to testing and implementation, and lastly post-implementation feedback.

1 Discussion Among Pharmacy, Business Office & Vendor

2 Testing & Implementation

Figure 3 illustrates the new display which includes:

- Missed queue list
- Combined queue list display for relevant services (Registration, Cashier, Pharmacy)
- Patients waiting to be served in each respective service

LIVE Go-live in phases (August & September 2024)

3 Post-implementation Feedback & Result Analysis

A post-implementation survey was conducted in October 2024 to gather customer feedback on their waiting experience. Feedback was collected from Pharmacy staff on the number of queue status enquiries.

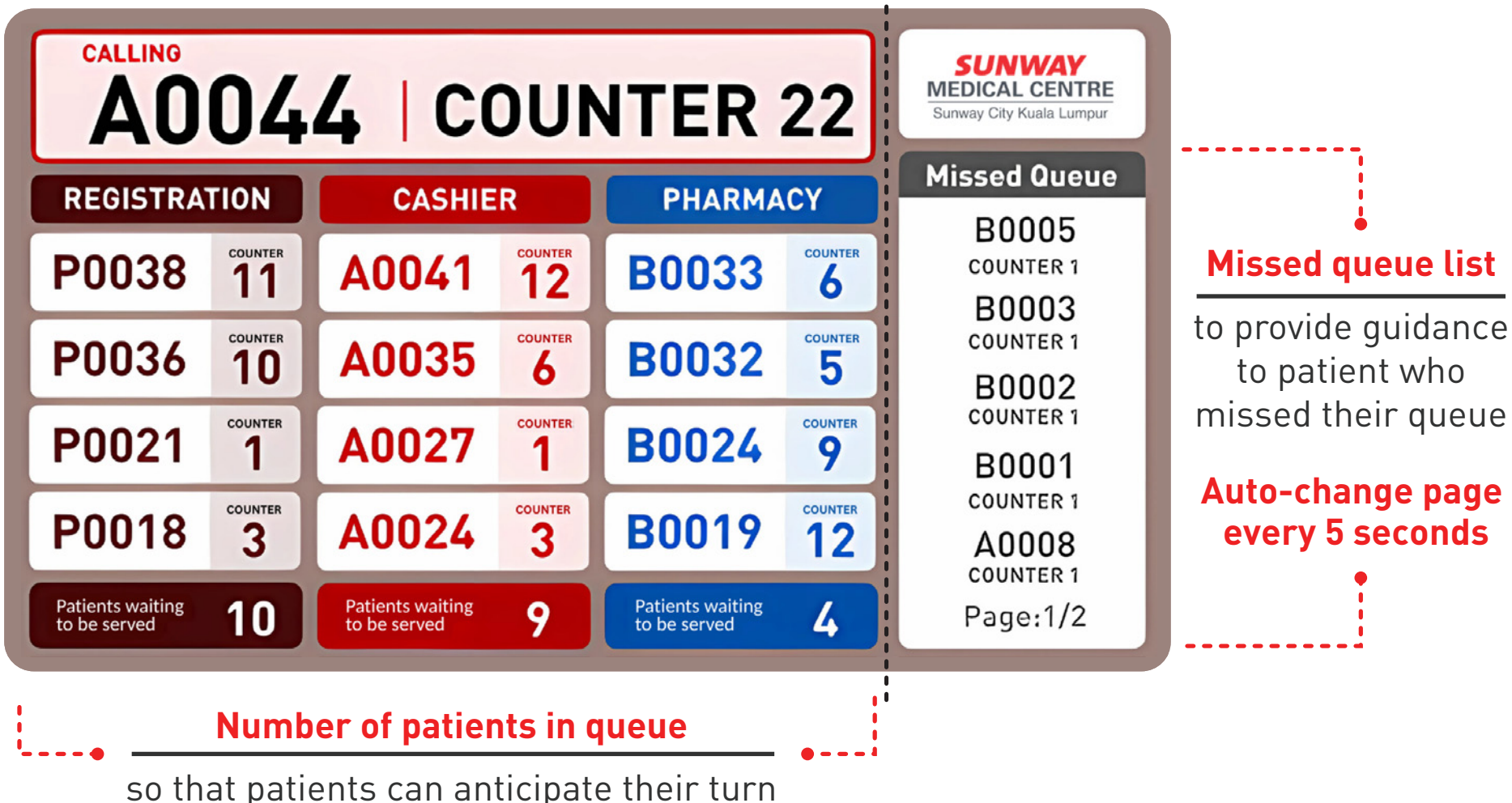


Figure 3: New single queue system display on TV

Figure 2: Summary of project activities

Results

Post-implementation survey was conducted among 28 customers to gauge their overall waiting experience using the new single queue system display. Figure 4 illustrates the results of the survey. The newly enhanced queue system display was helpful in 93% of respondents in identifying which counter called their queue number (e.g. Registration, Pharmacy, or Cashier). Similarly, 93% of respondents found that the system provided sufficient guidance for missed queues. Additionally, 78% of respondents agreed that the display clearly showed the number of patients ahead of their turn. An improved overall waiting experience in comparison to the previous queue system display was described by 85% of respondents.



Agreed that new system allows customer to identify calling counter (Registration, Pharmacy, or Cashier)



Agreed that the new system provides guidance for missed queue



Agreed that the new system shows the number of patients waiting before their turn



Agreed that the new system provided an improved overall waiting experience

Figure 4: Breakdown of results from post-implementation survey

Furthermore, based on the feedback collected from pharmacy staff as per Figure 5, the queue status enquiries reduced from an average of 22 to 11 per day. This translates to an average saving of 110 minutes per day in attending queue status enquiries.



From 22 > 11

Reduction in the number of enquiries from customers about their queue status.

minimum number of queue status enquiries per day

Figure 5: Feedback from pharmacy staff on the number of queue status enquiries

Conclusion

The implementation of the new queue system display has provided better guidance to customers and majority of the respondents agreed that the enhanced display has improved their overall waiting experience. This initiative has led to a significant reduction in queue status enquiries, indicating that the enhanced display has effectively addressed customer needs and improved the clarity.