

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.

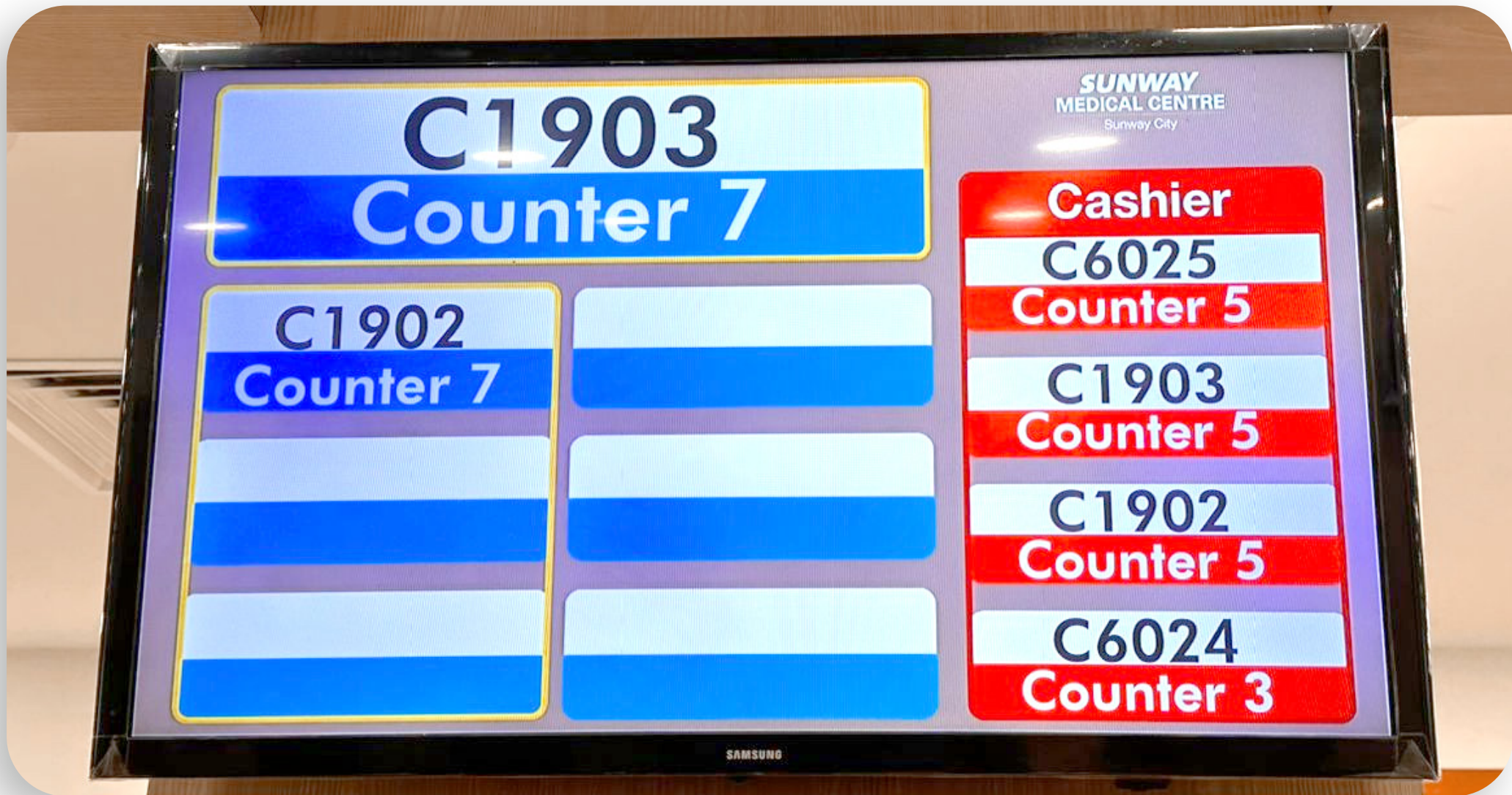


Figure 1: Previous single queue system display on TV

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.



Figure 2: Summary of project activities

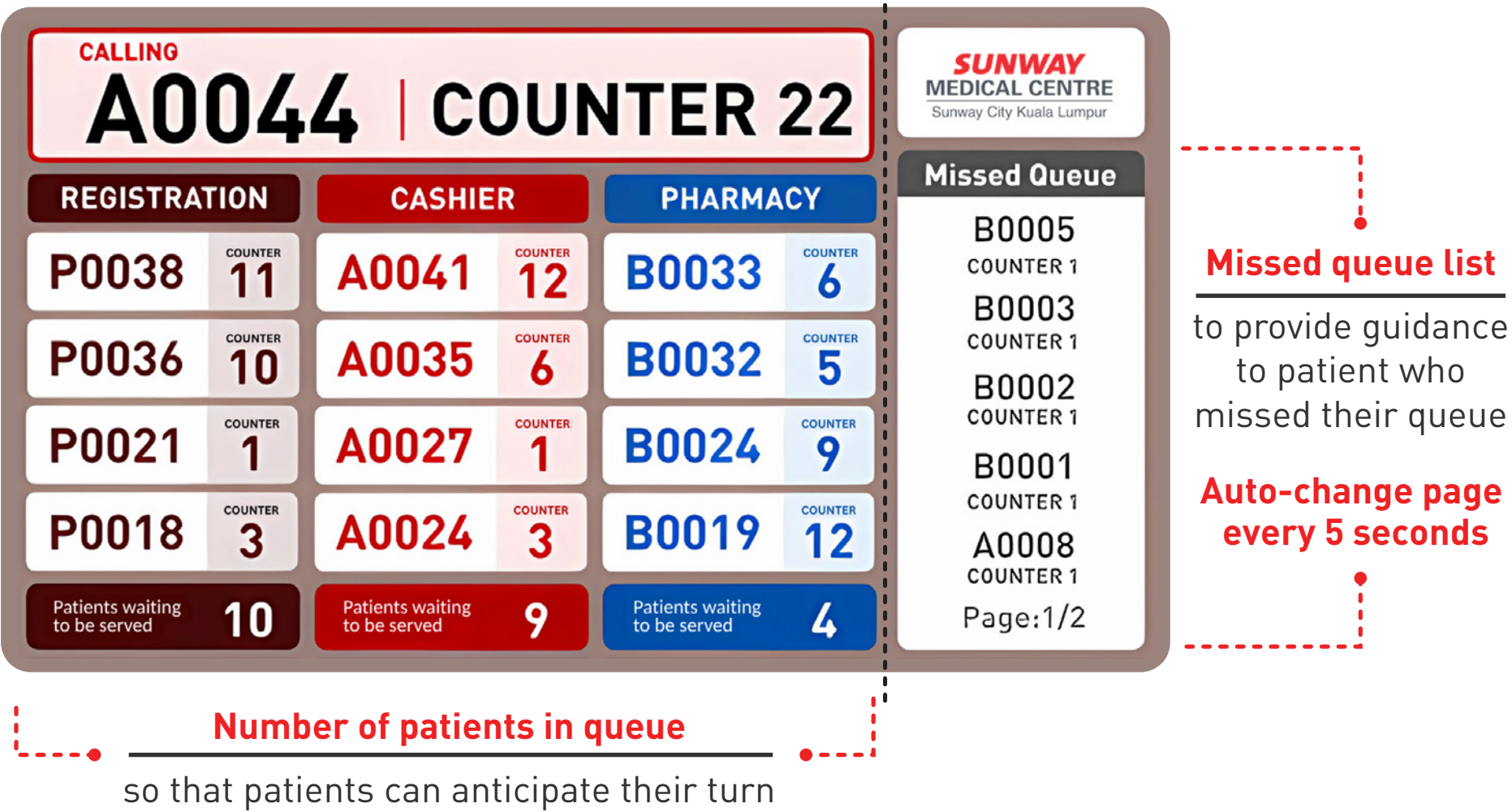
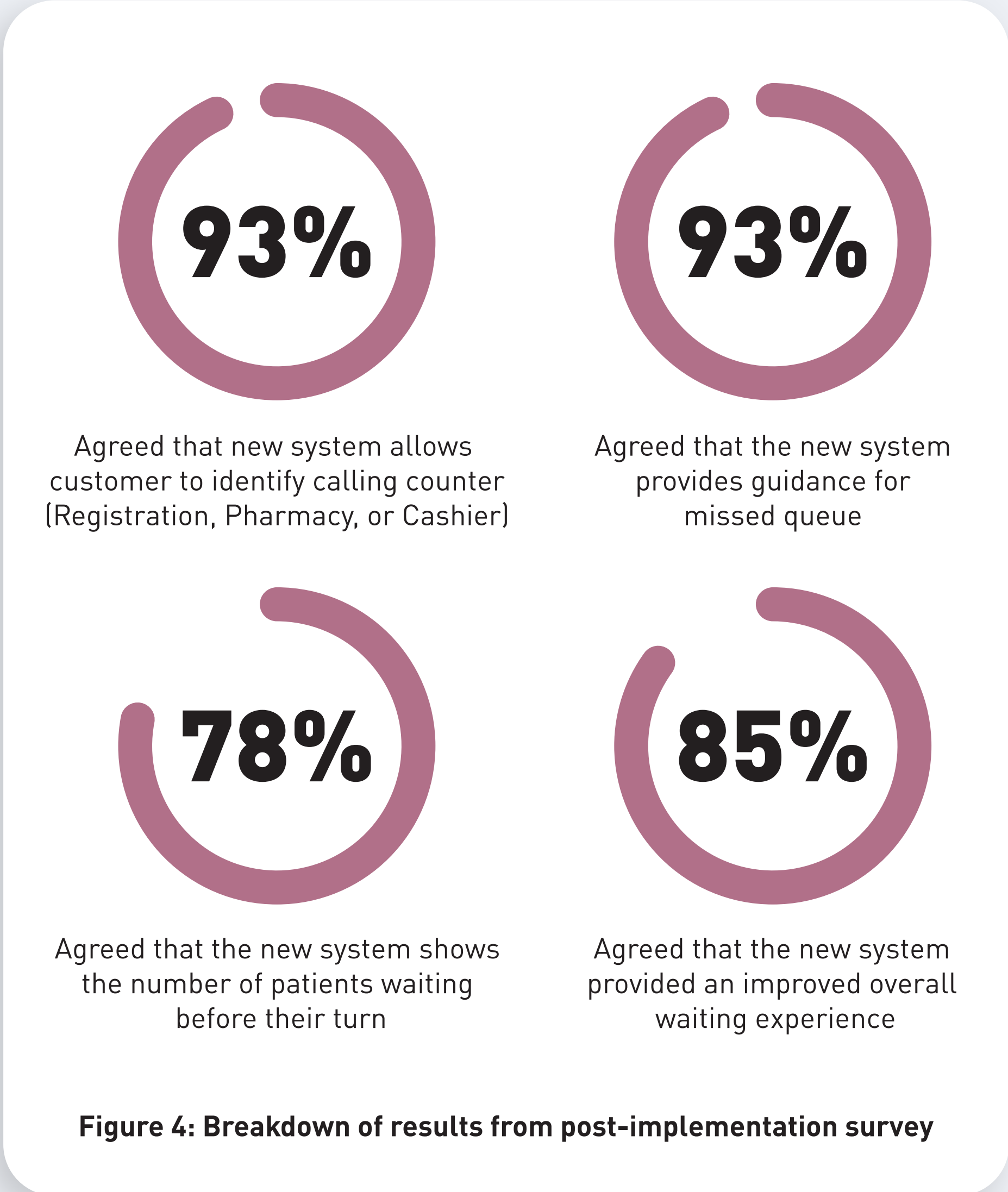


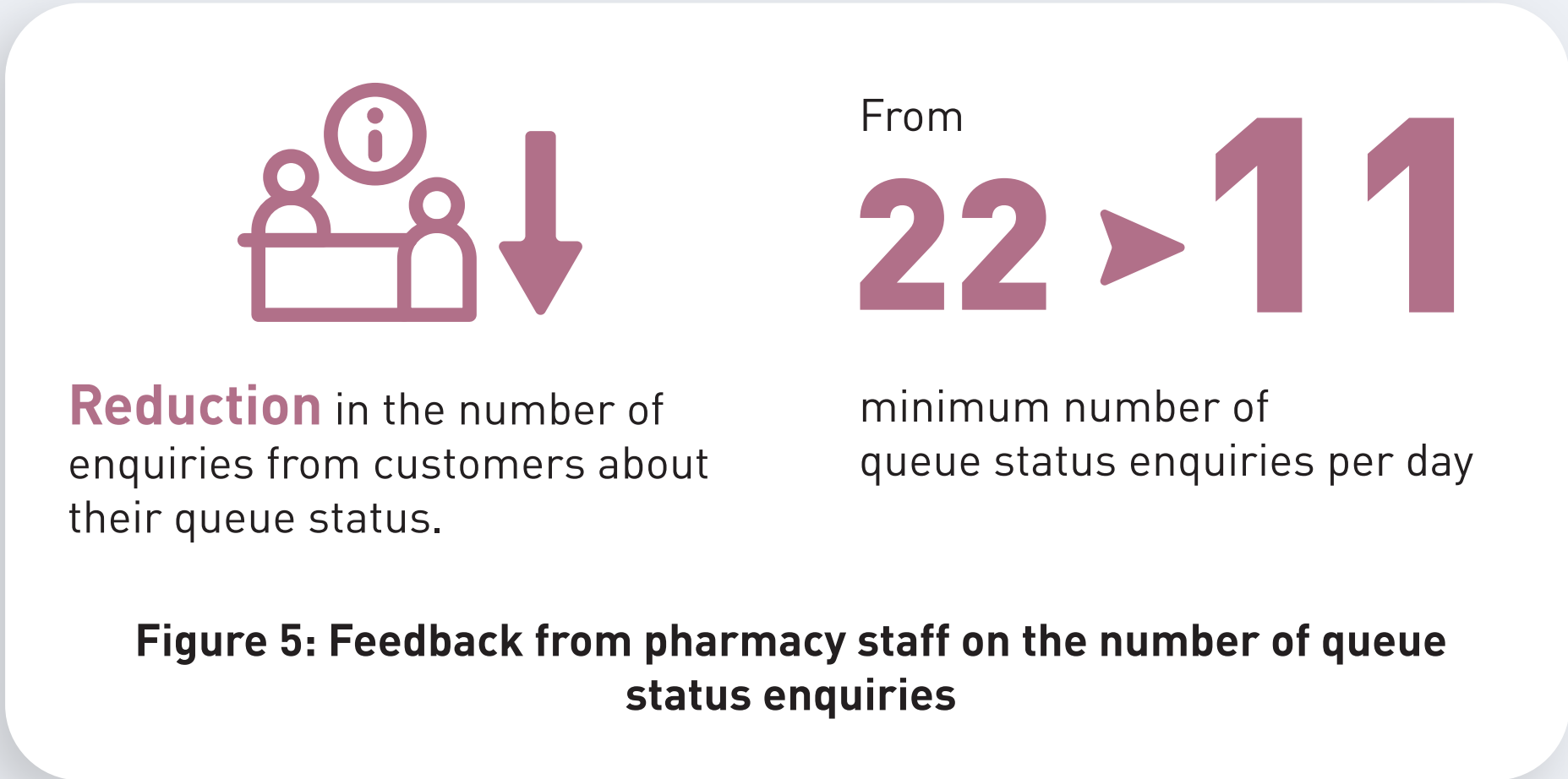
Figure 3: New single queue system display on TV

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.



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.



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.