

Title

**TwinTech Academy Business Management, Chennai  
Conducted a Session on Effective Service Delivery on 13<sup>th</sup>  
May 2017.**

The session was very lively and interactive with a good number of participants contributing to the content of the session with their comments and personal experiences in their sphere of work.

The concept of customer service, profit chain and the benefits that would accrue to the organization when excellent customer care is rendered on were highlighted. Referrals, Positive word of mouth, standing apart from the competition and increase in revenues were discussed.

Videos were shown on handling different types of customers such as an angry customer, impatient customer and Passive customer.

Further a couple of short videos on bad customer service were screened and the participants were asked to comment on the deficiencies that they observed on the delivery of service. The golden rules of customer service were discussed. It was felt by all the participants that given the intensity of the competition prevailing in the health care sector, in addition to quality of care, the service levels are very important to drive patient footfall and if there are inadequacies in this area it will clearly reflect on the growth of the hospital.

All the participants were very happy with the quality of the session. The facilitator of the session asked the participants about their impressions on the session as they were his customers. All the participants gave an excellent feedback on the session and opined that they were delighted customers at the end of the session.

The session was conducted by highly qualified and experience professionals like Mr Murali Subramanian, professor of healthcare marketing, Indian Institute of Knowledge Management (IIKM) and Visiting Management faculty to many B Schools and he also faculty for TwinTech Academy programs.

Mr A. Mahalingam, Managing Director of TwinTech Academy took this opportunity to wish the participants for their cooperation and successful completion of this session