CLOUDCHERRY
DELIGHT DEEPDIVE
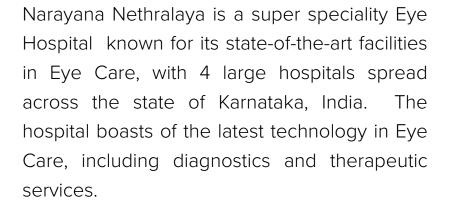
NARAYANA
NETHRALAYA
your faith shall heal you

"CloudCherry has helped us evolve from a paper-based process to a more patient-friendly electronic system, which **enables us to immediately address any issues and find solutions**"

Chitra Seshadri, Manager – Opportunities

How **Karnataka's best Eye Hospital** delights patients

Narayana Nethralaya is a super speciality Eye Hospital known for its state-of-the-art facilities in Eye Care, with 4 large hospitals spread across the state of Karnataka, India. The hospital boasts of the latest technology in Eye Care, including diagnostics and therapeutic services.

They also have two eye banks that are committed to assisting the financially weaker sections of society.

With a team of young, highly skilled professionals, the hospital believes in providing the best of patient care and continually adding new technology and innovations.

FACT SHEET

Industry
Healthcare

Headquarters
Bengaluru, India

Branches
4 large hospitals

Channels currently used
CloudCherry app on Tablet devices

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Shortsighted by their
old feedback mechanisms

Narayana Nethralaya was originally collecting paper-based feedback from its patients. The process was highly cumbersome and time consuming owing to the fact that they had to manually examine all the feedback collected at the end of each day. Moreover, this meant that they could not act on patient feedback in real-time.

The absence of a dynamic and automated customer feedback platform pointed to another issue at hand. It became quite difficult for Narayana Nethralaya to derive any actionable insight into patient experience.

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20:20 CX vision with
CloudCherry

The brand saw their NPS® increase by 10% in just one year by focusing on improved service and patient care.

- CloudCherry, right from the onset, has assisted Narayana Nethralaya in achieving its set goals- **empowering the organization to become faster and more efficient** in responding to feedback from patients.

- Narayana Nethralaya tracks the CloudCherry Delight Score as their key metric in order to measure how delighted their patients are with the treatment offered. In fact, they've increased and held their **Delight Score at 80+** for the last 6 months consistently, and proudly **display the score on their website as the patient Delight Meter!**

- Printed feedback forms are no longer required as the hospital is collecting feedback electronically via tablets, thereby **cutting down on several unnecessary costs.** The collected feedback can also be accessed remotely no matter where the key stakeholders are in the world.

- Using CloudCherry's analytics tool, Narayana Nethralaya is able to generate **actionable and automated insights** that makes it easier to assess and improve the overall patient experience.

> "CloudCherry has assisted us in stepping up the patient experience to a new level. We believe that a robust feedback system is vital for improvements in processes. The CloudCherry product has helped us evolve from a paper-based process to a more patient-friendly electronic system which enables us to immediately address any issues and find solutions."
>
> Chitra Seshadri
> Manager – Opportunities

SOLUTION

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CloudCherry is a leading, real-time omni-channel Customer Experience Management (CEM) and Voice of Customer (VOC) platform that helps customer-facing brands track, measure & improve Customer Delight - thereby increasing profitability and loyalty.

With CloudCherry, brands get to capture experiential data at every customer touchpoint using 17+ channels of interaction (& counting), get real-time alerts and notifications to address issues as they happen, and view all data on a single dashboard - a true CX one view for the entire organisation.

Many of the largest brands in the world don't just satisfy, but delight their customers with CloudCherry CEM platform.