DELIGHT DEEPDIVE

MYA

Collecting feedback along the journey to **rectify negative experiences & improve patient satisfaction**

CLOUDCHERRY

MYA COSMETIC SURGERY

ABOUT MYA

MYA is one of the UKs **leading cosmetic and plastic surgery providers,** performing over 4,000 procedures annually. Across its 11 locations, MYA offers a variety of surgical procedures such as liposuction, breast enlargement, rhinoplasty and tummy tucks to its patients.

CHALLENGE OF FEEDBACK UTILIZATION

MYA's vision is about transparency across the organization with a close connection with its patients. Monitoring all experiences is a vital part of this vision so that a process of continuous understanding and improvement can be undertaken. They were using a **Customer Relationship Management (CRM) software** to send out surveys to customers over **email**. Due to the questionnaire being long, the **response rates were low**. Except anecdotal information, MYA **did not have clear insight** into whether its customers were happy or not at key stages of their journey. Along with reduction in questionnaire length, MYA felt the need to use **modern feedback metrics like the Net Promoter System (NPS®)**. This would allow MYA to benchmark its customer experience ratings against the best in the world. The system would also **enable improvement action plans, basis feedback**.

In this context, MYA decided to look for an alternate feedback management system. MYA chose CloudCherry since the solution could be **deployed quickly, with minimal software development effort**. Further, the shift **did not involve large upfront costs**, but a monthly subscription fee.

CloudCherry at MYA

MYA uses CloudCherry to **send feedback requests via SMS across the entire customer journey**, after every visit to the hospital or clinic.

Initially, MYA chose to keep the survey simple by asking only the **NPS® question and the follow-up question to understand the reason for the rating.** A short questionnaire helped MYA boost response rates exponentially. The higher response rate also allowed MYA to **close the loop with a larger customer base.**

How does MYA use Feedback for Improvement?

MYA has set up **real-time alerts for every Detractor.** Each alert is **followed up until addressed to the patient's satisfaction.** MYA's team at the head office also works on **systemic improvements** by studying recurring themes in feedback being received.

Impact of Initiatives on Customer Experience

With diligent loop closure, MYA has been able to achieve feedback scores that could be considered an **industry benchmark.**

35% higher NPS® than the industry's monthly average

It is also **well above many leading global brands in other service industries,** a remarkable achievement especially considering the subjective nature of cosmetic surgery.

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At MYA we value patient feedback as it allows us to understand our patients experiences. Cloud Cherry helps us to spot trends and identify a patients needs all with the focus of improving our service. There are different touchpoints throughout a patients experience at MYA. During each touchpoint, the patient will experience differing types and levels of service; Cloud Cherry allows us to gain feedback at each touchpoint enabling us to map out this journey and track the patients standard of care

**Mr. Tim Sluman,
IT and Operations Manager,
MYA**

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Next Steps for MYA

MYA has now taken its feedback management program to the next level by adding specific questions on patient satisfaction at each touchpoint. With the new questionnaire, MYA will be able to **understand customer feedback at a more granular level.** Further, MYA wil be able to **understand which parameters are driving overall satisfaction, thereby enabling focused improvement initiatives.**
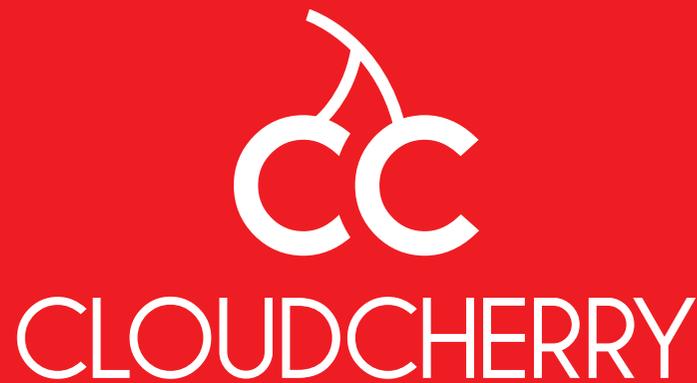
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For more information, contact:

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CloudCherry is a leading Voice of Customer solution that empowers organizations globally to run complete Voice of Customer programs, map omni-channel customer journeys and engage with their customers across multiple physical and digital channels, deliver delightful experiences through real-time predictive insights, and integrate with leading systems of records to make CX a key driver of growth and profitability.