

# **Correlation between employee and customer satisfaction: A case of a Heart care facility**

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*In this study a case study on employee and customer satisfaction in a major heart care hospital is presented. It is seen that employee satisfaction is a prerequisite for the customer satisfaction. Enhanced employee satisfaction leads to higher level of employee retention. A stable and committed workforce ensures successful knowledge transfer, sharing, and creation-a key to continuous improvement, innovation, and knowledge-based total customer satisfaction. Level of satisfaction can be enhanced further if teamwork and visionary leadership are introduced. Employee satisfaction is closely related to Job satisfaction. Job satisfaction helps in structuring an evaluation process that provides adequate measurements of the variables that contribute to an employee's performance and attitude.*

*A Field Study on factors affecting employee satisfaction with disability accommodation is presented. An empirically tested model for employee satisfaction with disability accommodation is proposed ().*

*John Salazar (2006) worked on food service employee satisfaction and motivation and the relationship with learning food safety. It is deduced that employee food safety training should be conducted to reduce food borne illnesses.*

*Heinz and Diane (2004) have worked on hospital nurse staffing and patient outcomes and explained that an aging nursing workforce, decreased enrollment in nursing schools, financial constraints in healthcare, hospital restructuring and reengineering, and consistent challenges in nursing recruitment and retention have contributed to shortages within the hospital-based nursing workforce. The effects of these shortages have been thought to be associated with various adverse patient outcomes.*

*Newman (2001) has studied the nurse retention, quality of care and patient satisfaction chain. He has recommended an integrated approach to examining and dealing with the complex issue of nurse recruitment, retention, healthcare quality and patient satisfaction.*

*The main objectives of this work are to study the job satisfaction of the employees in a premier Heart Institute in Ludhiana, to study the patient satisfaction level and evaluate the correlation between the employee satisfaction and patient satisfaction.*

*The descriptive research design is adopted for this study. The respondents are personally contacted with well-prepared sequentially arranged questions through a*

structured questionnaire. The data is collected through a survey conducted among the employees and patients. The study sample constituted 100 respondents, 50 employees and 50 patients. The tools used for collecting, analyzing and presenting the data include bar diagrams, pie charts and likert's scale method and correlation analysis. The research period of the study is from 1<sup>st</sup> June to 15<sup>th</sup> July, 2011, having 6 weeks of duration.

The major findings of the study are summarized. It is seen that there is a perfect and positive correlation between employee satisfaction and patient satisfaction. Employees perceived and portrayed incentive plans to be a strong motivator to be satisfied in the organization. Employees felt that participative management will give them more sense of belongingness. It is felt that the new technology is regularly adopted by the hospital and regular upgradation is done. The working environment is seen as clean, hygienic with good facilities and easy access to everything. Employees are satisfied with the behavior of senior doctors and their immediate bosses who play a mentoring role. Most of the employees are highly satisfied with their job security. Employees perceived and portrayed that their views are valued but felt that training is necessary for skill inventory enrichment.

The workload is felt to be high, so staff ratio and salary needs to be improved. Proper respect should be given to the employees. Rewards should be given according to the performance and also provide recognition to the employees who are performing well. The job profile should be matched with the salary and designation.

Most of the patients are highly satisfied with the service standards in the hospital. Patient perceived and portrayed treatment to be a strong reason for patient satisfaction. Behavior of the nurses and hospital attendants is very important for patient satisfaction.

The patient's food quality is seen as unsatisfactory by some patients. Information regarding exact discharge time is not communicated and discharge process is cumbersome and time consuming. Nursing staff in recovery room is rude, when needed they do not listen the patient and remain busy in their gossip. News channels should be provided. Nurses wakeup patients at 5 a.m. for tea even if patient does not want it. Nurses should clean their hands properly before giving the medicine and meal to patients. Trained nurses must be deputed in ICCU. Nursing staff is very less, sometime one nurse has to do double shift.