

18th ANNUAL PHARMA MIDDLE EAST CONGRESS

November 05-07, 2018 Abu Dhabi, UAE



Dr Royida Al Marastani

SEHA-Ambulatory Healthcare Services, UAE

It is not a visit; it is a journey. The Customer Journey Mapping (CJM)

Aim: To encourage the employees across all departments to think outside of the box and improve services quality through Customer Journey Mapping (CJM)

Objectives: What you want to provide to the customer What the customer would like to receive Essentials components of effectiveness CJM

Methodology: A literature search was performed by key factors Customer Journey Mapping (CJM)

Introduction: CJM It is a storytelling tool used to engage users and it is also a powerful way to teach organizations more about their customers. CJM identifies the positives and negatives of your process. Giving you a chance to improve the overall experiences.

Discussion: Return customers are the lifeblood of any business, and the ways to grow your repeat customer base based on:

1. Stay in touch
2. Assume they won't remember you
3. Keep the experience fresh and relevant
4. Surprise them
5. Collaborate
6. Have the right people on the front-line
7. Make it easy for customers to reach you
8. Listen
9. Show your appreciation

Customer service is part of the overall customer experience, and is reactive (unlike customer experience which is proactive)

After CJM implantation, you can learn directly from the customer and you can understand the customer Finally, How to make an excellent impression on people you encounter and enhance your professional image by implantation of Customer Journey Mapping (CJM)

Conclusion: To be able to walk in a customer's shoes, your business will have a better understanding of your customers likes and dislikes, what they are having trouble with, and what doesn't work for them. This is all necessary information to improve services quality through implantation of Customer Journey Mapping (CJM) and always exceed your customer expectation

Biography

Senior Pharmacist with more than thirty years of experience in the UAE in Abu Dhabi in Primary Health Centers (PHC), Urgent Care Center (UCC) and Ambulatory Health Services (AHS) and MSc in Clinical Pharmacy UK. She is a lecturer from 2003 in Ministry of Health (MOH), in CPE/CME pharmacist's program from 2011 in SEHA/ Ambulatory Healthcare Services (AHS). Her roles include conducting research, conference abstracts, invited presentations in the national & international conferences, focusing on pharmaceutical care based on safety and efficacy of the medications.

ralmarastani@seha.com