

customerfaithful

Customer Faithful Ltd is founded on a collective of people who are passionate about patient experience within the healthcare sector. Managing Director Rick Harris talks us through the firm’s customer centred approach which has helped them to win this coveted award.

Customer Faithful was established in 2009, with the ambition of offering leading-edge research and consultancy to uncover what matters most in peoples’ lives. From the beginning, we saw healthcare and in particular, patient experience, as being an area to focus on. We felt that the healthcare industry was motivated to develop patient-centred research but lacked the tools and guidance.

That’s why we set out to develop Lifelines™ - as a specific methodology for really in-depth research into how patients lived with health conditions, what mattered to them, how they defined successful outcomes and where health providers should focus their efforts.

Amongst our pharmaceutical clients, we’ve developed a very strong working relationship with Pfizer in the UK. Since 2010, we’ve worked with them, deploying Lifelines™ projects into patient experience across a wide range of health conditions, including cancer, arthritis, haemophilia and dementia. In so doing, our work has reached out and engaged many other stakeholders, including patient groups, charities, hospices and of course the NHS itself.

Strong relationships such as this and others are built around the fact that we see our relationship with clients as a partnership. Clients come to us for our expertise not just in research design and interpretation, but in our professionalism too. Whether we are working with patients, or in a hospital environment, or developing software with providers, we are ambassadors for the client, representing their efforts to develop valuable research.

So, we set our standards very high, in terms of the teams that we build, how we train and learn from every project, and a willingness to be open, honest and challenging, for the good of the project. Working in the pharmaceutical industry requires agencies to have high standards in terms of data compliance, ethics and other legal obligations. We take quality management just as seriously.

There are a number of competitors in our industry and so we have to work hard to differentiate ourselves. Unlike most agencies working in healthcare, we work across other industry sectors too – in retail, leisure, transport and beyond. We find that this gives us an

edge – we see trends spilling over from one sector to another, perhaps commonplace in one industry but barely begun in another. Consumers see this too, and this helps us tune in our insights not just to people as patients, but in the context of their overall lives – as parents, shoppers, students, holidaymakers.

And through the increasing use of digital channels and social media, we are able to interlink trends and ideas across these different roles and environments. Ultimately our firm is unique because we’ve brought our experience from working in highly customer-centric industries like retail and leisure and specifically adapted it for healthcare. For example our capabilities in customer journey mapping have enabled us to develop highly detailed patient journeys, which have huge potential to make traditional patient pathways so much more patient-centric.

Our Lifelines™ solution is a great example of this – we have not seen any of our competitors be able to uncover, interpret and visualise patient experience insight in such a flexible and intuitive way. Lifelines™ findings are easy to communicate – to healthcare professionals and pharma clients alike. Most of all, we are able to bring to life the experiences of patients in a format that encourages action.

The future holds a number of exciting opportunities for our firm. Customer Faithful has built its reputation on being experts researching customer and patient experience. Yet, we’re conscious that the ultimate success of the research is in making change happen by delivering improvements ‘on the ground’.

So we are beginning to develop research techniques for aligning employee experience too – identifying barriers, weakness and opportunities within healthcare providers to enable the service that patients value most to be delivered reliably and compassionately. We expect to conduct a lot more work in this area in the future.

Contact Details
Company: Customer Faithful Ltd
Name: Rick Harris, Managing Director
Email: rick@customerfaithful.com
Web Address: www.customerfaithful.com
Address: East Grange, 552 Oundle Road,
Orton Longueville, Peterborough PE2 7ED
Telephone: 07768 022052