

OUR AIM

Guided by the intent to Improve Patient Experience, CGH adopted the WSQ model in developing frontline staff with competencies to consistently deliver excellent customer service every day to every customer.

With the principle that supports staff development and growth, we aim to professionalise the service career, provide frontline staff with accredited work-skill qualification and support staff retention.

METHODOLOGY

Since Mar 2016, CGH has achieved in-house Approved Training Organization (ATO) status for WSQ Service Excellence Competency Framework (SV CF). The Singapore Workforce Skills Qualifications (WSQ) is a national credentialing system.

The Service Excellence Competency Framework advocates the adoption of an 'inside-out' and 'outside-in' approach to sustaining service excellence. 8 modules are being developed and facilitated in-house. The modules cover background skills for staff to role model the CGH vision, mission, values, service vision, common service language and practical tools - I am a Service STAR and CACTUS expected service behaviours, for frontline staff to apply in service delivery. Completion of the relevant modules leads learners to attainment of "WSQ Certificate in Service Excellence".

E-learning via mobile application is being developed to encourage continuous learning among care team in a fun way and improve long term knowledge retention.



RESULTS

Going the WSQ way is cost-effective and quality-assured as the WSQ programmes are funded by SkillsFuture Singapore, which awards the WSQ certifications.

The design and development, training delivery and assessment methods are contextualised with the CGH vision, mission, values and engaging service vision; and customised to service delivery in the healthcare setting.

Instead of sending staff for external training, training are now conducted internally by adjunct in-house trainers which resulted in substantial cost savings.

Staff are inspired and engaged as they learn the competencies and common service language and approaches to deliver quality service.

The result of the latest national patient satisfaction survey released in 2016, showed CGH as the most improved public hospital with a record high of 82.5% of patient rating it as 'good' or 'excellent'.

CONCLUSION

Equipping frontline staff with the competencies and applicable tools helps to boost their confidence to live up to their potential; and supports them in providing patients and families with improved experience. This leads to better patient experience evident in patient satisfaction metrics.

"I am a Service STAR" is a practical and easy to remember model for Care Team to assimilate. This serves as a guide to our interaction with patients, caregivers and fellow Care Team members – to Deliver Care that Matters.



The "CACTUS", expected service behaviours, mnemonics help care team remember and practice the basics of service excellence every day. Cactus symbolizes warmth, protection and endurance – the characteristics of a service STAR.

Expected Service Behaviours



Courtesies: use common courtesies, e.g., smile and introduce your name & role, say 'please' and 'thank-you'

Acknowledge the other person: e.g., make eye contact, listen attentively, recognise their emotions

Clear communication, communicate with empathy: use service language, positive body language, set expectations

Take initiative: offer to help, anticipate needs, lend a hand

Update: respect people's time, provide updates and respond quickly

Solve and resolve concerns: offer solutions or alternatives, escalate, follow up and follow through