

PHILIPS HEALTHCARE

Trainee Name:	
Trainee Signature:	
Date:	

Course Title	Local Course Code	Revision
Installation Quality	GTS	N/A

By submitting this form, I agree that I have completed the required training for this course and understand the material and the impact on my job responsibility.

Signed by 3rd Party Contractor Training Representative:

_____ Date: _____

This form is to be kept as a formal training record by the 3rd Party Contractor Agency

Installation Quality and the Survey Process

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NCC/PCMS OPs
May 20, 2014

Installation Quality Initiative



Background:

Initial Discussion around IQ - Talking Points

- Held at Kick off meeting by Project Manager – Can be done over phone/email or in person depending on complexity/visibility of the project.

Education of the customer regarding our scoring/rating system:

We desire highly satisfied customers.

- The survey can be done via web link, which will be provided at the closure of the project.
- The survey rates the experience with the Sales Account Manager, Installation Project Manager, Installation Engineer, and the Installation Process.

Passing Scores for the surveys requires an overall satisfaction of 9 or 10.

- We are not soliciting/begging for 9's or 10's, but need to know if we aren't delivering on that as early in the project as possible as we are intent on delivering a "World Class" experience to our customers.
- If we are not delivering 9's and 10's we need to know early so we can make the appropriate adjustments to "right the ship".

******Remember, our relationships are defined by how we handle adversity, not by how things go when all goes according to plan. Communication is key, crucial conversations are the tool to accommodate the adversity, and this can bridge the times when the project is going sideways to build confidence and partnership with our customers. ******

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Regardless of your duties (what character you portray), ensuring a great customer experience is carried upon every individual's shoulders, every day, with every customer encounter. Careful planning of your activities with the impact on the customer carefully thought through will pay a dividend when it is time to ask "Did Philips serve you well?"

- Sales process – romancing the customer, win their confidence and the order
- Processing and managing the order – PO receipt to customer acceptance
- Planning – Determining and communicating completion dates for all major site requirements and installation activities.
- Site Preparation – Determining and communicating all details of the plant and system infrastructure needs.
- Inventory Process
- Hardware installation, configuration, and training activities – The entire process from start to finish.
- Transition to support customer introduction, and hand-off.

******While we may not be directly involved in each facet, we all have the opportunity to impact on each piece of process and delivery.******



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Appearances Mean Everything...



The way we dress and the manner in which we conduct ourselves is judged by others and establishes that impression of our professionalism, attentiveness to detail and the care we take in creating a good impression.

The same is equally true of how we manage our activities and the space we use as part of our installation activities.

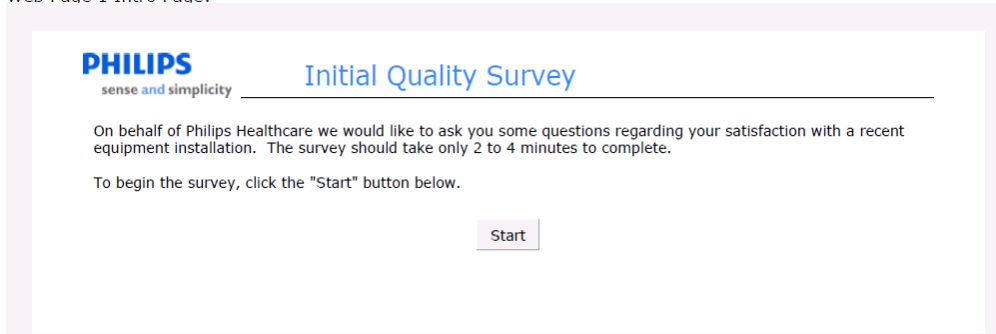
Regardless of whether it is a vacant unoccupied storage area that we use for staging our equipment and activities, or an occupied area with nursing and patients someone from that institution will observe the manner in which you manage, organize and keep the area clean and orderly.

It is especially critical in occupied areas that we maintain our work areas clean and orderly. Following are some basic principles that should be adhered to for all installations, regardless of the area you are working in

- ❖ Boxes and packing material should never pile up and should be disposed of properly and regularly.
- ❖ Remnants of installation activities should be picked up and thrown away in accordance with host facility protocols.
- ❖ Boxes, tools, carts, equipment, etc., should always be stowed out of the way of traffic, doorways, etc.
- ❖ When you are finished for the day, the work area should be left in an organized manner, ready for the next step in the process.
- ❖ In occupied areas, boxes, carts, tools, etc., should never be stored in an area that is subject to patient traffic or that would present any type of obstacle to hospital staff.

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Web Page 1 Intro Page:



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Initial Quality Survey

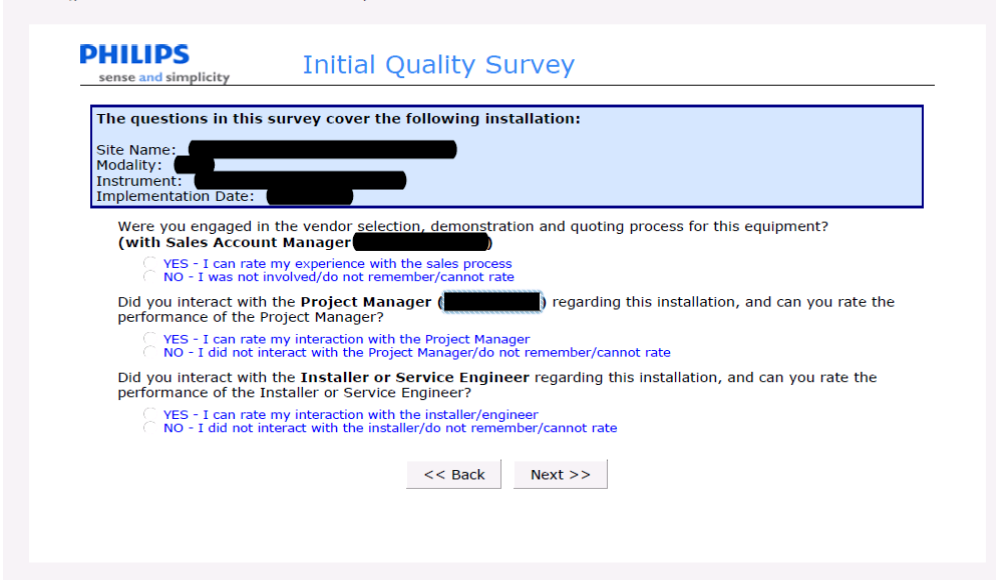
On behalf of Philips Healthcare we would like to ask you some questions regarding your satisfaction with a recent equipment installation. The survey should take only 2 to 4 minutes to complete.

To begin the survey, click the "Start" button below.



The survey process takes two forms; the Web survey, and the Phone survey.

Web Page 2 Confirm Interaction with Philips Personnel:



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Initial Quality Survey

The questions in this survey cover the following installation:

Site Name: [redacted]
Modality: [redacted]
Instrument: [redacted]
Implementation Date: [redacted]

Were you engaged in the vendor selection, demonstration and quoting process for this equipment?
(with Sales Account Manager [redacted])

YES - I can rate my experience with the sales process
 NO - I was not involved/do not remember/cannot rate

Did you interact with the Project Manager ([redacted]) regarding this installation, and can you rate the performance of the Project Manager?

YES - I can rate my interaction with the Project Manager
 NO - I did not interact with the Project Manager/do not remember/cannot rate

Did you interact with the Installer or Service Engineer regarding this installation, and can you rate the performance of the Installer or Service Engineer?

YES - I can rate my interaction with the installer/engineer
 NO - I did not interact with the installer/do not remember/cannot rate

Regardless of the medium used the questions are the same, the interesting thing to note here is that our performance on the web survey is around 95% and the performance against the phone survey is 87%, with our target metric $\geq 90\%$.

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Web Page 3 Experience with Sales Process:

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Initial Quality Survey

Site Name: [REDACTED]
Modality: [REDACTED]
Instrument: [REDACTED]
Implementation Date: [REDACTED]

Experience with the Sales Process

The first part of the survey will ask you a few questions about the sales process. Please rate these questions on the scale of 1 to 10, where 1 is Very Poor and 10 is Excellent:

	Satisfaction Rating (1-10)	Comments (describe the reasons for this score)
1. Quote: The equipment configuration on the quote meet your clinician's requirements	<input type="text"/>	<input type="text"/>
2. System Configuration: The equipment onsite was configured based on the quote	<input type="text"/>	<input type="text"/>
3. Availability: Your Account manager's availability throughout the sales and implementation process to support you with any questions or issues	<input type="text"/>	<input type="text"/>
4. Hand-off from sales to installation: a clear hand-off and communication between your Account Manager and Project Manager	<input type="text"/>	<input type="text"/>

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Web Page 4 Account Manager Ratings:

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Initial Quality Survey

Site Name: [REDACTED]
Modality: [REDACTED]
Instrument: [REDACTED]
Account Manager: [REDACTED]

Interaction with the Account Manager

Please rate the Account Manager on the following attributes using a scale of 1 to 10, where 1 is Very Poor and 10 is Excellent:

	Satisfaction Rating (1-10)	Comments (describe the reasons for this score)
5. Knowledge (competence)	<input type="text"/>	<input type="text"/>
6. Communication, for example, keeping you in the loop through the installation process	<input type="text"/>	<input type="text"/>
7. Attitude (professional manner)	<input type="text"/>	<input type="text"/>
8. Responsiveness, referring to a sense of urgency to get things done according to your expectations	<input type="text"/>	<input type="text"/>

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The opportunity here is to facilitate the hand-off from sales to support with the questions regarding the sales process.

The best chance for impact here is when the customer has questions/confusion regarding their order or project, escalation to the project manager immediately for clarification should be the rule of engagement, and an assertive attitude to bring the proper resource to answer the question/confusion the customer may have.

In some cases the attitude and expedience to bring the proper resources to bear will win the day in the customers eyes, the converse is true as well with an indifferent attitude and lack of expedience compromising the trust with the customer.

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Web Page 5 Install Ratings:

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Initial Quality Survey

Site Name: [REDACTED]
Modality: [REDACTED]
Instrument: [REDACTED]
Implementation Date: [REDACTED]

Experience With the Installation Process

Please rate these questions using the same scale of 1 to 10, where 1 is Very Poor and 10 is Excellent:

	Satisfaction Rating (1-10)	Comments (describe the reasons for this score)
1. Effectiveness of the kick-off meeting, where you were introduced to the project timeline..	<input type="text"/>	<input type="text"/>
2. The quality of the drawings you received from Philips.	<input type="text"/>	<input type="text"/>
3. The quality of the ongoing information provided by Philips during the site construction phase.	<input type="text"/>	<input type="text"/>
4. Equipment arriving complete, within the timeframe that was agreed upon.	<input type="text"/>	<input type="text"/>
5. Completion of the installation process within the timeframe you and Philips had agreed upon.	<input type="text"/>	<input type="text"/>
6. Installation quality: How well the equipment functioned after the installation was completed	<input type="text"/>	<input type="text"/>
7. Effectiveness of the hand-over meeting, where the equipment was announced ready for patient care.	<input type="text"/>	<input type="text"/>

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Our installation process is a differentiator when executed to the letter. It's when we deviate from the process that we introduce the opportunity for failure.

While these components are geared mostly for the IPM, everyone has a stake in supporting strength in execution of the process to drive high satisfaction.

Failure is a fine line between a satisfied customer and a "Highly Satisfied" customer or the difference between an 8 or 9 on the survey.

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Web Page 6 Project Manager Ratings:

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Initial Quality Survey

Site Name: [Redacted]
Modality: [Redacted]
Instrument: [Redacted]
Implementation Date: [Redacted]
Project Manager: [Redacted]

Interaction with the Project Manager
Please rate the Project Manager on the following attributes using a scale of 1 to 10, where 1 is Very Poor and 10 is Excellent:

Attribute	Satisfaction Rating (1-10)	Comments (describe the reasons for this score)
1. Knowledge (competence)	[Progress bar]	[Text box]
2. Communication, for example, keeping you in the loop through the implementation process	[Progress bar]	[Text box]
3. Attitude (professional manner)	[Progress bar]	[Text box]
4. Responsiveness, referring to a sense of urgency to get things done according to your expectations	[Progress bar]	[Text box]

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The process isn't the only thing surveyed, IPM's and Installation Engineers alike are rated for the customers perception of Knowledge, **Communication**, Attitude, and Responsiveness. Communication is the glue that brings it all together, we can be engaged in extraordinary measures to serve the customer, but if we don't include them in the communication loop the perception is that at the very worst we are doing nothing to serve them.

Through your actions and attitude you....

Web Page 7 Installer/Engineer Ratings:

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Initial Quality Survey

Site Name: [Redacted]
Modality: [Redacted]
Instrument: [Redacted]
Implementation Date: [Redacted]

Interaction with the Installer or Service Engineer
Please rate the Installer or Service Engineer on the following attributes using a scale of 1 to 10, where 1 is Very Poor and 10 is Excellent:

Attribute	Satisfaction Rating (1-10)	Comments (describe the reasons for this score)
1. Knowledge (competence)	[Progress bar]	[Text box]
2. Communication, for example, keeping you in the loop through the implementation process	[Progress bar]	[Text box]
3. Attitude (professional manner)	[Progress bar]	[Text box]
4. Responsiveness, referring to a sense of urgency to get things done according to your expectations	[Progress bar]	[Text box]

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- ✓ Demonstrate we understand our customer's needs by 'sweating the details'
- ✓ Demonstrate we understand how to, what to, and when to communicate!
- ✓ Demonstrate we care about the people part of the equation!

How do we convert the skeptics?

- ✓ High Performance on your part converts, and retains the skeptics and turns them into Raving Fans.
- ✓ Demonstrates we have earned, and continue to earn, our top position in the market place, through the delivery of positive customer experiences.

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Web Page 8 Overall Satisfaction Rating:

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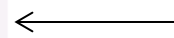
Initial Quality Survey

Overall satisfaction with Philips' performance during the entire installation process.

Overall Satisfaction (1-10)

Comments (describe the reasons for this score)

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Emphasis around the grade is based on this question, for 9 or 10 a passing grade is achieved and 8 or less constitutes something less than “World Class Service”.

Web Page 9 Request Callback:

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Initial Quality Survey

Do you want someone from Philips Healthcare to call you regarding any specific issue?

Yes No

If yes, please describe any issues you would like someone from Philips Healthcare to call you about.

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Web Page 10 Respondent Name/Title - Submit Answers:

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Initial Quality Survey

Thank you very much for your time and participation in this survey. Please enter your full name and title below, then click the 'Send Answers' button below to submit your completed survey.

Name

Title

<< Back Send Answers



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