

## **Effectiveness Of Customer Relationship Management In Healthcare Industry: A Study In Coimbatore**

Dr. K Gunaseelaprabhu<sup>1</sup>, S Umamaheswarn<sup>2</sup>

<sup>1</sup>Associate Professor & Head, Department of management Science, Sri Ramakrishna College of Arts & Science, Coimbatore-641006.

<sup>2</sup>Part Time Research Scholar, Department of management Science, Sri Ramakrishna College of Arts & Science, Coimbatore-641006.

### **ABSTRACT**

This study aims to evaluate the customer relationship management of hospitals in the healthcare industry with reference to Coimbatore city. The research utilizes a quantitative approach, employing a structured questionnaire to gather data from patients who have received treatment in various public and private hospitals in the city. The main objective is to analyze the impact of technology on healthcare customer relationship management. The key dimensions of customer relationship management examined include tangibles, reliability, responsiveness, assurance, and empathy, based on the SERVQUAL model. Data were analyzed using descriptive statistics and factor analysis to assess patient satisfaction and identify the factors influencing customer relationship management. The results indicate that while private hospitals generally provide higher customer relationship management in terms of responsiveness and empathy, government hospitals excel in reliability and affordability. However, both sectors face challenges in improving overall patient satisfaction, especially related to wait times and communication. The study concludes that enhancing customer relationship management in Coimbatore's hospitals requires a concerted effort from both public and private sectors to improve infrastructure, staff training, and patient communication.

**Keywords:** Customer relationship management, Healthcare Industry, Patient Satisfaction, SERVQUAL Model, and Patient Care.

### **INTRODUCTION**

Service sectors play a crucial role in the overall growth of an economy, especially in emerging nations. Currently, the importance of customer relationship management in determining the survival and success of a business in a competitive market is well emphasized. One of the fastest-growing service sectors is health care. In service industries, the attention on customer relationship management is increasing, while in terms of healthcare sector, the importance of customer relationship management is gaining more attention. In today's highly competitive health care environment, hospitals are continuously sought to improve their functions and increase their competitiveness. This necessitates determining both their financial (costs, revenues and profitability) and non-financial performance (quality of their services). Patient perception of customer relationship management is a key determinant of a health care organization's success due to its primary role in achieving patient satisfaction and hospital profitability. In healthcare sustainable competitive advantage can only be achieved by offering superior customer relationship management that leads to enhance efficiency.

Information technology (IT) has become a very important tool in various sectors, including the healthcare sector. With the advancement of technology, hospitals now have the opportunity to improve the quality of health services through the implementation of various integrated information systems. Some examples of the application of information technology in healthcare include Electronic Health Records (EHR), Hospital Information Systems (HIS), and telemedicine. The application of information technology in healthcare also provides significant benefits in terms of patient data security and privacy,

reduction of medical errors, and improved patient satisfaction. With advanced information systems in place, hospitals can provide more responsive and timely services, ultimately improving the overall quality of healthcare.

Improving the quality of medical care services has become a primary concern for patients, and, in order to provide better service to patients, customer relationship management has become increasingly important for hospitals in respect of satisfying and retaining patients. Patients who value the relationships are more likely to stay loyal to their hospital. However, hospitals that fail to understand the importance of delivering customer relationship management and customer satisfaction may be inviting a possible loss of patients. In this situation, customer satisfaction has been regarded as a fundamental determinant in maintaining long-term customer. Moreover, patients are becoming more open to competitive advances and more familiar with health care services, and, thus, customer relationship management alone may not be sufficient to ensure a long-term relationship between the patients and the hospital. To ensure patients have a long-term commitment to the hospital, many hospitals look beyond satisfaction to developing loyalty in order to reduce the perceived risk of using the service. This study aims to explore the customer relationship management of hospitals in Coimbatore, examining various aspects that influence both patient satisfaction and hospital performance. By identifying key dimensions of customer relationship management and analyzing the impact of technology, this research intends to offer recommendations that can help hospitals enhance the overall healthcare experience for patients.

### **STATEMENT OF THE PROBLEM**

The healthcare industry in India, particularly in urban areas, faces significant challenges in delivering high-quality services that meet the expectations of an increasingly informed and demanding patient population. While hospitals strive to provide adequate healthcare, variations in customer relationship management often lead to disparities in patient experiences and satisfaction. These variations are influenced by factors such as the level of technological integration, hospital infrastructure, staff competency, and management practices. Despite advancements in medical technology and a growing focus on patient-centric care, hospitals continue to struggle with issues like long waiting times, poor communication, inadequate patient support, and inconsistent care. As a result, many patients may not fully trust or feel satisfied with the services provided, which can directly affect their loyalty and overall healthcare experience. This problem not only impacts patient well-being but also influences hospital performance, patient retention, and long-term success. Therefore, it is crucial to assess the key dimensions of customer relationship management, understand the role of technology in enhancing service delivery, and evaluate how these factors influence patient satisfaction and loyalty within the hospitals in Coimbatore. The findings of this study aim to address these gaps by providing recommendations for improving the quality of healthcare services and fostering stronger patient loyalty.

### **OBJECTIVES OF THE STUDY**

- To identify the key dimensions of customer relationship management in healthcare industry.
- To analyse the impact of technology and patient satisfaction on customer relationship management in health care industry Coimbatore.
- To study the relationship between customer relationship management and patient loyalty in health care industry.
- To provide recommendations for enhancing customer relationship management in health care industry in Coimbatore.

### **LITERATURE REVIEW**

**Sadiq Sohail, M. (2003)** measured the quality of services provided by private hospitals in Malaysia. Empirical research is used to determine patients' expectations and perceptions of the quality of service, and a comprehensive scale adapted from SERVQUAL is empirically evaluated for its usefulness in the Malaysian hospital environment. Results based on testing the mean differences between expectations and perception indicate that patients' perceived value of the services exceed expectations for all the variables measured.

**Li, M., Lowrie, D. B., Huang, C. Y., Lu, X. C., Zhu, Y. C., Wu, X. H., ... & Lu, H. Z. (2015)** investigated patients' perception of customer relationship management at hospitals in nine Chinese cities and propose some measures for improvement. The survey involved both outpatient and inpatient patients across several cities, including Shanghai, Chongqing, and others. The study found that patients at outpatient facilities generally had more positive perceptions of customer relationship management, especially in terms of tangibles and reliability. The study also revealed significant differences in customer relationship management perceptions based on age, with older patients perceiving higher reliability, assurance, and empathy. The findings indicate that empathy and reliability are the strongest predictors of perceived customer relationship management, and hospitals should focus on improving these dimensions to enhance patient satisfaction.

**Viegas, I. S. (2024)** analyzed and provided recommendations for the effective implementation of information technology to improve the quality of health services in hospitals. Using literature review, secondary data analysis, and interviews with healthcare practitioners, it was found that IT positively impacts customer relationship management by improving operational efficiency, accuracy, data security, and patient satisfaction. However, challenges such as high implementation costs, the need for staff training, and resistance to change were identified. Overcoming these barriers is crucial to fully leverage the potential of IT in enhancing healthcare customer relationship management.

**Ross, D. S., & Venkatesh, R. (2016)** explored the role of hospital information systems (HIS) in improving healthcare quality in hospitals. Data collected through a survey of patients in Chennai indicated that implementing HIS significantly enhances healthcare quality, increasing patient satisfaction. The use of hospital information systems was found to streamline processes and improve both the efficiency and accuracy of healthcare delivery, which directly contributes to better patient experiences.

**Sadeghi, M., Rahimi, M., Poornoroz, N., & Jahromi, F. F. (2021)** evaluated patient satisfaction with hospital costs and services following the implementation of health system plans in Jahrom city hospitals. The study used a descriptive-correlation design and found significant differences in satisfaction across various services, including nursing, nutrition, and diagnostic services. Peymaniyah Hospital showed higher satisfaction in nursing services, while Motahari Hospital excelled in nutrition, diagnostic, and insurance services. The study highlights the variability in satisfaction across hospitals, suggesting the need for tailored service improvements.

**Arab, M., Tabatabaei, S. G., Rashidian, A., Forushani, A. R., & Zarei, E. (2012)** determined the hospital customer relationship management from the patients' viewpoints and the relative importance of quality dimensions in predicting the patient's loyalty. Data collected from 943 patients in Tehran revealed that customer relationship management dimensions like costing, process quality, interaction quality, and environment quality were significant predictors of patient loyalty. The study emphasized the strategic importance of improving customer relationship management to retain patients and expand market share in private hospitals.

**Yubing, G. U. O., Ye, Z. H. O. U., Xin, X. I. N. G., & Xiaoqin, L. I. (2020)** explored the relationships between medical customer relationship management, patient perceived value, satisfaction, and loyalty in private hospitals in China. It was found that customer relationship management was positively correlated with perceived value, satisfaction, and loyalty. Moreover, patient perceived value and satisfaction acted as mediators between customer relationship management and patient loyalty. The study concluded that improving customer relationship management is the most effective way to increase patient loyalty, with patient satisfaction playing a crucial mediating role.

## **RESEARCH METHODOLOGY**

### **Research Design:**

The study adopts a descriptive and analytical research design to investigate the effectiveness of CRM in the healthcare industry in Coimbatore.

**Source of Data:**

**Primary Data:** Primary data has been collected through a structured questionnaire, designed to gather firsthand information from healthcare service users.

**Secondary Data:** Secondary data is sourced from a variety of relevant and credible materials such as published research papers, hospital records, industry reports, and government data. The data is used to supplement and support the primary data in understanding CRM effectiveness within the context of healthcare.

**Sample Size:** The sample size for this study consist of 150 individuals. This sample size is deemed sufficient to represent the patient population in Coimbatore.

**Sampling Technique:** A simple random sampling technique is used for data collection as there is no criteria for selecting samples.

**Sample Universe:**

The sample universe include patients who have visited hospitals in Coimbatore within the last 12 months. This includes both in-patient and out-patient individuals who have received medical services, ensuring a diverse representation of hospital visitors.

**Tools used for Analysis:**

Percentage analysis, Descriptive Statistics and Oneway Anova.

**ANALYSIS AND INTERPRETATION****Table 1: Demographic Variables of the Respondents**

Demographic variables	Particulars	Frequency	Percent
Gender	Male	55	36.7
	Female	95	63.3
Age	Below 20 years	32	21.3
	21 – 30 years	40	26.7
	31 – 40 years	38	25.3
	41 – 50 years	40	26.7
Marital Status	Single	32	21.3
	Married	118	78.7
Education Level	No formal education	19	12.7
	School level	44	29.3
	Undergraduate	37	24.7
	Postgraduate	30	20.0
	Doctorate and above	20	13.3
Occupation	Public sector employee	42	28.0
	Private sector employee	38	25.3
	Student	32	21.3
	Businessmen	15	10.0
	Retired	23	15.3
Monthly Income	Below Rs.10,000	57	38.0
	Rs.10,001 – Rs.25,000	55	36.7
	Rs.25,001 – Rs.50,000	34	22.7
	Above Rs.1,00,000	4	2.7

Type of Hospital Visited	Government	9	6.0
	Private	40	26.7
	Trust/Charitable	30	20.0
	Multi-specialty	36	24.0
	Clinic/Small Nursing Home	35	23.3
Frequency of Hospital Visits (Past Year)	First-time visitor	34	22.7
	2 – 3 times	60	40.0
	4 – 6 times	34	22.7
	More than 6 times	22	14.7
Health Insurance Status	Yes	146	97.3
	No	4	2.7
Residential Area	Urban	32	21.3
	Semi-urban	86	57.3
	Rural	14	9.3
	Semi-rural	18	12.0
<b>Total</b>		<b>150</b>	<b>100.0</b>

Table 1 reveals that, the demographic data collected from 150 respondents provides a comprehensive overview of various characteristics within the sample. The gender distribution of the sample indicates that 63.3% of the participants are female, while 36.7% are male. The age distribution reveals that 26.7% of respondents fall within the 21–30 years age group, and another 26.7% are between 41–50 years old, 25.3% are aged between 31–40 years, and 21.3% are below 20 years old. The marital status of respondents showed that a significant proportion were married (78.7%), with a smaller percentage being single (21.3%).

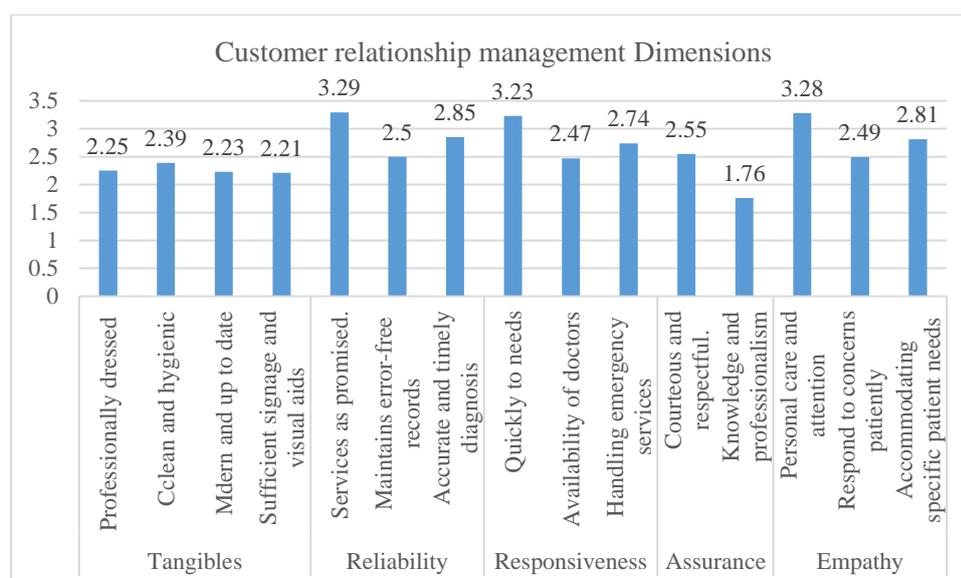
In terms of education level, most respondents had attained school-level education (29.3%), followed by undergraduate (24.7%), postgraduate (20%), 12.7% of the respondents reported having no formal education and 13.3% held a doctorate or higher degree. In terms of occupation, 28% of participants are public sector employees, 25.3% are private sector employees, 21.3% are students, 15.3% are retired individuals and 10% are businessmen. In terms of monthly income, 38% of respondents earn below Rs. 10,000, 36.7% earn between Rs. 10,001 and Rs. 25,000, 22.7% earn between Rs. 25,001 and Rs. 50,000 and 2.7% of respondents earn above Rs. 1,00,000. Regarding hospital visits, private hospitals were the most frequented (26.7%), followed by multi-specialty hospitals (24.0%), clinics/small nursing homes (23.3%), trust/charitable hospitals (20%) and 6% visit government hospitals. The frequency of hospital visits indicates that 40% of respondents visited a hospital 2–3 times, 22.7% visited 4–6 times, 22.7% were first-time visitors and 14.7% visited the hospital more than six times in the past year. Health insurance was highly prevalent, with 97.3% of respondents having health insurance and 2.7% of participants do not have health insurance. Lastly, the residential area distribution showed that the majority lived in semi-urban areas (57.3%), followed by urban (21.3%), semi-rural (12%), and rural (9.3%) areas.

**Table 2: Descriptive Statistics for Customer relationship management Dimensions**

		N	Mean	SD
Tangibles	Staff are professionally dressed and presentable.	150	2.25	1.118
	The hospital is clean and hygienic.	150	2.39	1.116
	The medical equipment appears modern and up to date.	150	2.23	1.148
	Hospital has sufficient signage and visual aids.	150	2.21	1.127
Reliability	Hospital delivers services as promised.	150	3.29	1.293
	Hospital maintains error-free records and bills.	150	2.50	1.140
	Hospital provides accurate and timely diagnosis	150	2.85	1.271

Responsiveness	Staff respond quickly to your needs.	150	3.23	1.313
	Doctors are available during visiting hours.	150	2.47	1.085
	Emergency services are efficiently handled.	150	2.74	1.266
Assurance	Doctors and nurses are courteous and respectful.	150	2.55	1.464
	Staff instill confidence through knowledge and professionalism	150	1.76	.841
Empathy	Hospital staff show personal care and attention.	150	3.28	1.280
	Nurses listen and respond to your concerns patiently.	150	2.49	1.116
	Hospital accommodates specific patient needs (e.g. elderly, disabled).	150	2.81	1.294

The above table 2 shows that the respondents agree with the hospital delivers services as promised (3.29), staff respond quickly to their needs (3.23) and hospital staff show personal care and attention (3.28). The respondents disagree with the staff appearance (2.25), cleanliness (2.39), modern medical equipment (2.23), signage and visual aids (2.21), error-free records and bills (2.50), accurate and timely diagnosis (2.85), doctor availability during visiting hours (2.47), efficiency of emergency services (2.74), courteousness and respect of doctors and nurses (2.55), nurses listening and responding to concerns patiently (2.49) and accommodation of specific patient needs (2.81). The respondents strongly disagree with staff instilling confidence through knowledge and professionalism in hospitals (1.76).



**Table 3: Impact of Technology on Healthcare Customer relationship management**

	N	Mean	SD
I prefer hospitals that use modern technology.	150	2.37	1.283
SIMRS helps in accurate and timely documentation of patient records.	150	2.75	1.593
Integration of SIMRS across departments improves overall hospital efficiency.	150	2.64	1.568
Telemedicine makes it easier to consult doctors without visiting the hospital.	150	2.59	1.568
Telemedicine ensures quality consultation even in remote areas.	150	2.97	1.483
Hospital mobile apps are useful for booking appointments, accessing reports, and prescriptions.	150	3.04	1.488

The above table 3 shows that the respondents agree with the hospital mobile apps are useful for booking appointments, accessing reports, and prescriptions (3.04). The respondents disagree with preferring

hospitals that use modern technology (2.37), SIMRS helps in accurate and timely documentation of patient records (2.75), integration of SIMRS across departments improves overall hospital efficiency (2.64), telemedicine makes it easier to consult doctors without visiting the hospital (2.59) and telemedicine ensures quality consultation even in remote areas (2.97).

**Table 4: Patient Satisfaction with Hospital Customer relationship management**

	N	Mean	SD
The hospital provides clear information about safety protocols (e.g., sanitation, hygiene).	150	3.18	1.457
The hospital has effective emergency response systems in place.	150	2.95	1.582
The hospital's admission and discharge processes are efficient and well-managed.	150	2.51	1.289
I experienced minimal waiting time during my hospital visit (for registration, treatment, etc.).	150	2.28	.970
The hospital's billing system is transparent and easy to understand.	150	2.36	1.025
The hospital maintains confidentiality and privacy of my medical information.	150	2.25	.964
The hospital provides affordable healthcare services to people from lower-income groups.	150	2.24	.994

The above table 4 shows that the respondents are dissatisfied with the clarity of information about safety protocols of hospitals (e.g., sanitation, hygiene) (3.04). The respondents are satisfied with effectiveness of emergency response systems (2.95), efficient admission and discharge processes (2.51), minimal waiting time for registration, treatment and other hospital services (2.28), transparency of hospital billing system (2.36), hospital's maintenance of confidentiality and privacy of medical information (2.25) and affordable healthcare services provided by the hospital to people from lower-income groups (2.24).

**Table 5: Relationship between Customer relationship management and Patient Loyalty in Hospitals**

		N	Mean	SD
Loyalty	I would prefer to continue seeking treatment from this hospital in the future.	150	2.37	1.040
	I trust this hospital and its services for my healthcare needs.	150	2.35	1.017
	I am likely to recommend this hospital to my family and friends	150	2.30	.873
Customer relationship management	The hospital provides reliable and high-quality healthcare services.	150	2.35	1.018
	The hospital provides timely and efficient services (appointments, treatment, etc.).	150	2.45	.973
	The medical staff (doctors, nurses, etc.) at the hospital are competent and skilled.	150	2.69	1.165

The above table 5 shows that the respondents disagree with continue seeking treatment from this hospital in the future (2.37), trusting hospital and its services for healthcare needs (2.35), recommend this hospital to family and friends (2.30), hospital providing reliable and high-quality healthcare services (2.35), hospital providing timely and efficient services (appointments, treatment, etc.) (2.45) and the competency and skills of medical staff (doctors, nurses, etc.) at the hospital (2.69).

**Table 6: Comparison between the Demographic Variables (Type of Hospital Visited) of the Respondents and Various Dimensions for the CRM of Hospitals in Healthcare Industry**

Ho: There is a significant difference between the demographic variables (Type of Hospital Visited) of the respondents and various dimensions for the CRM of hospitals in healthcare industry.

	Type of Hospital Visited	N	Mean	SD	F	Sig
Tangibles	Government	9	2.39	0.502	1.821	.128
	Private	40	2.43	0.522		
	Trust/Charitable	30	2.10	0.563		
	Multi-specialty	36	2.17	0.623		
	Clinic/Small Nursing Home	35	2.30	0.603		
	Total	150	2.27	0.580		
Reliability	Government	9	1.63	0.635	20.049	.000
	Private	40	2.41	0.674		
	Trust/Charitable	30	2.86	0.647		
	Multi-specialty	36	3.37	0.711		
	Clinic/Small Nursing Home	35	3.27	0.685		
	Total	150	2.88	0.834		
Responsiveness	Government	9	2.63	0.792	.890	.472
	Private	40	2.87	0.893		
	Trust/Charitable	30	2.80	0.757		
	Multi-specialty	36	2.98	0.861		
	Clinic/Small Nursing Home	35	2.64	0.834		
	Total	150	2.81	0.839		
Assurance	Government	9	2.33	0.866	.520	.721
	Private	40	2.01	0.797		
	Trust/Charitable	30	2.13	0.798		
	Multi-specialty	36	2.17	1.014		
	Clinic/Small Nursing Home	35	2.27	0.869		
	Total	150	2.15	0.869		
Empathy	Government	9	2.82	0.988	.591	.670
	Private	40	2.72	0.888		
	Trust/Charitable	30	3.02	0.922		
	Multi-specialty	36	2.89	0.851		
	Clinic/Small Nursing Home	35	2.87	0.637		
	Total	150	2.86	0.836		
Impact of Technology on Healthcare Customer relationship management	Government	9	3.22	1.197	3.940	.005
	Private	40	2.33	0.971		
	Trust/Charitable	30	2.56	1.212		
	Multi-specialty	36	2.62	1.277		
	Clinic/Small Nursing Home	35	3.31	1.262		
	Total	150	2.73	1.226		
Patient Satisfaction with Hospital Customer relationship management	Government	9	2.84	0.794	2.066	.088
	Private	40	2.40	0.453		
	Trust/Charitable	30	2.39	0.613		
	Multi-specialty	36	2.66	0.648		
	Clinic/Small Nursing Home	35	2.63	0.644		

	Total	150	2.54	0.612		
Loyalty	Government	9	2.07	0.662	.659	.621
	Private	40	2.29	0.638		
	Trust/Charitable	30	2.42	0.463		
	Multi-specialty	36	2.42	0.795		
	Clinic/Small Nursing Home	35	2.31	0.705		
	Total	150	2.34	0.664		
Customer relationship management	Government	9	2.15	0.710	3.343	.012
	Private	40	2.37	0.554		
	Trust/Charitable	30	2.40	0.506		
	Multi-specialty	36	2.56	0.627		
	Clinic/Small Nursing Home	35	2.75	0.573		
	Total	150	2.50	0.595		

Table 7 reveals that, there is a significant difference between tangibles (0.128), responsiveness (0.472), assurance (0.721), empathy (0.670), and patient satisfaction with hospital customer relationship management (0.088), loyalty (0.621), and the type of hospital visited of the respondents. There is no significant difference between reliability (0.000), impact of technology on healthcare customer relationship management (0.005), customer relationship management (0.012) and the type of hospital visited of the respondents.

### Reliability

Patients from government hospitals (1.63) rated reliability much lower than those from private (2.41), trust/charitable (2.86), multi-specialty (3.37), and clinic/small nursing home (3.27) hospitals, indicating a significant variation in perceptions based on hospital type.

### Impact of Technology on Healthcare Customer relationship management

Government hospitals (3.22) and clinic/small nursing homes (3.31) rated the impact of technology higher compared to private (2.33), trust/charitable (2.56), and multi-specialty hospitals (2.62). This indicates that patients in government and smaller hospitals perceived a more significant role of technology in their healthcare experience.

### Customer relationship management

The mean scores ranged from 2.15 (Government) to 2.75 (Clinic/Small Nursing Home). This indicates that patients in clinic/small nursing homes generally rated the customer relationship management higher compared to those in government hospitals. However, no p-value or further details were reported for this specific result.

## FINDINGS

- Most of the respondent are female. Most of the respondents have an age group within 21-30 and 41-50 years. Most of the respondents are married. Most of the respondents completed their school level education. Most of the respondents are private sector employees and earning an monthly income of less than Rs.10,000. Most of the respondents visited private hospitals. Most of the respondents visited hospital for 2-3 times in the past year. Most of the respondents have health insurance and residing in semi-urban areas.
- The findings suggest that patients generally rated hospital services as somewhat neutral to slightly negative across several dimensions, with reliability and assurance being the most critical areas in need of improvement. Responsiveness and tangibles also received mixed ratings, while empathy and staff care were perceived more positively.
- The findings indicate that patients have a generally neutral to slightly positive perception of healthcare technology, recognizing its convenience but not fully prioritizing it. While they see benefits in telemedicine, mobile apps, and SIMRS, there is room for improvement in terms of

integration and effectiveness, particularly with SIMRS across departments. Hospital mobile apps received the highest positive ratings, as patients found them useful for managing appointments and accessing medical information.

- The findings indicate that patients were generally satisfied with most aspects of hospital customer relationship management, including the clarity of safety protocols, emergency response systems, admission and discharge processes, and the handling of medical confidentiality. Patients also expressed satisfaction with the hospital's billing system and the affordability of healthcare for lower-income groups. However, there remains room for improvement in areas like enhancing communication of safety protocols, as some of these areas received scores closer to neutral satisfaction.
- The findings suggest that patients have a generally neutral to disagree stance regarding their loyalty to the hospital, with most responses indicating that they are not strongly inclined to continue seeking treatment or recommend the hospital to others. In terms of customer relationship management, patients expressed a neutral view on the reliability and timeliness of services, as well as the competence of medical staff, with responses leaning towards disagreement rather than agreement.

### **SUGGESTIONS**

- Staff should be consistently trained to maintain a professional appearance, with attention to uniforms, hygiene, and grooming.
- The hospital could invest in newer medical equipment to improve perceptions of being up-to-date. Additionally, providing visible proof of equipment maintenance and upgrades may help improve patient confidence.
- Hospitals could implement flexible schedules for doctors, ensuring adequate coverage during visiting hours and adjusting to patients' needs.
- Hospitals could implement communication skills workshops for nurses, with a focus on active listening, responding with empathy, and effectively addressing patient concerns.
- Training healthcare providers on effective telemedicine practices, along with investing in better infrastructure, could ensure that remote consultations meet high standards of care.
- The hospital should invest in continuous training for medical staff, focusing on both technical skills and patient communication. Ensuring that staff are competent, confident, and able to effectively communicate with patients will increase patient trust and satisfaction, ultimately boosting loyalty.

### **CONCLUSION**

The customer relationship management of hospitals in the healthcare industry in Coimbatore city shows areas of strength as well as significant opportunities for improvement. While patients express moderate satisfaction with certain aspects of hospital services such as safety protocols, medical staff competence, and the use of mobile apps, there are clear concerns regarding the reliability, timeliness, and efficiency of services. Issues like long waiting times, inefficient admission and discharge processes, and transparency in billing remain areas of dissatisfaction for many patients. Additionally, despite the availability of telemedicine and hospital mobile apps, these technologies have not yet fully captured patient trust or enhanced the overall healthcare experience. To improve patient loyalty and satisfaction, hospitals in Coimbatore need to focus on streamlining processes, enhancing staff training, improving communication with patients, and integrating modern technologies more effectively. These improvements could help foster greater trust, satisfaction, and ultimately, a more loyal patient base in the city's healthcare system.

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