

Healthcare organization service strategy

[Business](#), [Management](#)



ID Lecturer Healthcare Organization Service Strategy The service strategy develops a culture of customer service if it knows properly where and how to touch base with the customers. It is because of these customers that the healthcare organization is in existence in the first place and if it mends its own ways within such ranks, the success is there for the taking. The service strategy therefore within my organization looks upon building capacities more than anything else. This is pertinent because it touches the finer aspects that the customers are looking forward to having within their ranks (Wetzels, 2000). It also makes it possible to allow them to feel at home with the strengths and weaknesses which are being continuously highlighted. My organization makes it a must to go out of the way to help the customer become delighted with the kind of service that we shall make it available for him. This will ask him to come back again as per his need and thus bring in more customers with him as well.

The service strategy that is being made use of within the organization encourages a positive work environment for employees. This is manifested by their desire to do something new each day of the year. Their sense of optimism is derived from the fact that they get hailed for doing something worthwhile, which is a clear indication of many things that are being undertaken by their own selves (Perera, 2011). The environment is given support by the actions and decisions of the higher management who knows it best how to inculcate strength of character and the determination which is needed by them at all times. Also it makes them alert to all situations and circumstances which keep on happening regularly within their folds. A healthy environment is dependent upon the rules and policies which exist

and I can safely state that these regulations have been much focused towards the tasks which need to be completed in an amicable fashion by the healthcare organization.

The organizational vision and mission statements are the pillars of the healthcare service strategy. Since both the vision and the mission bank on strength of character that is presented to the different audiences which come under the aegis of the healthcare domains, the need is to remain one step ahead and satisfy them wholeheartedly. The vision is to give all-out energy and enthusiasm to the end customers who seek to get fit and healthy through the actions and undertakings of the healthcare realms. The mission is manifested through reaching end goals which would bring success towards the ranks of the business in the long run (Chai, 2008). This will be done through a collective effort and teamwork which will make things happen in the long range scheme of things. Also it would make sure that the healthcare strategy is doing its best to get its own self documented within the related settings of the healthcare organization. The service strategy would rely a great deal on how the vision and the mission are being drafted by the people in charge of the healthcare organization.

References

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