CASE STUDY

ROYAL BRISBANE AND WOMEN’S HOSPITAL

Respond Improves Customer Complaints Management, Staff Information Access and Reporting for Royal Brisbane and Women’s Hospital
Royal Brisbane and Women’s Hospital (RBWH) is a 929 bed quaternary and tertiary referral teaching hospital located at the Herston site within Metro North Hospital and Health Service, close to the Brisbane CBD. RBWH is the largest provider of health care services for Queensland Health, and is the largest tertiary referral hospital in Queensland providing state-of-the-art medical care and the best possible outcomes to more than one tenth of all patient services in Queensland, as well as serving patients from northern New South Wales and the Pacific Rim. Employing more than 7,450 multidisciplinary staff, more than 90,000 people are admitted every year to RBWH.

The hospital participates in world-leading research and education in pursuit of excellence in specialised care. Partnerships with more than 14 Queensland and national universities, three TAFE provides and a new collaboration with Australian Defence Force (ADF) help RBWH carry on the development of our future medical and professional workforce.

**CUSTOMER DETAILS**
Royal Brisbane and Women’s Hospital
Metro North Hospital and Health Service
LG Level, JMB, RBWH
Butterfield Street
Herston, QLD, 4029

**HEADQUARTERS**
Herston, QLD

**SOLUTION**
Respond

**TOP LINE RESULTS**
- Central database accessible for all users
- New reporting capability saves time and money
- Maximized user productivity
- Ability to analyse and act on customer feedback
- Proactive customer experience management program
THE CHALLENGE
RBWH’s were using Excel spreadsheets to track applications for access to medical information, with only one user able to update the spreadsheet at a time and thousands of applications received by the Unit every year. Further, providing specific monthly and annual reports to various government departments requested under a number of legislative mechanisms was a time-consuming ominous task which required staff to gather all the information together from various Excel spreadsheets.

SOLUTION
RBWH’s selected Respond as their complaints management solution to automate and simplify their business IT process. It is now simple and easy for authorized staff members to provide reports and statistics to Executives, Committees and other Government departments and to measure KPI’s against similar Units in other departments.

RESULT
Royal Brisbane and Women’s Hospital (RBWH) uses Aptean Respond to enhance their customer relationships by providing timely responses to customer feedback, and work to improve the overall customer experience. Individual work output can also be monitored to maximise productivity.

Key benefits include:
- **Central Database**: Allows staff to track requests for access to medical information.
- **Complete Complaints Management System**: Automated end-to-end complaint and feedback management program to efficiently capture, process and resolve, as well as report on and analyze every piece of customer feedback, whether negative or positive, from all channels. Staff can open existing cases, run searches, log new cases, manage workloads and resources, access diaries, run reports and generate charts.
- **Meeting Regulatory Compliance**: Meet regulatory requirements for complaint and feedback management, as well as the provision of monthly and annual reports to various government departments.

“Respond made great improvements to our Unit, as prior to installing this database we functioned on Excel spread sheets, which were cumbersome and information could not be changed in the spread sheets when other staff members were using it. With Respond all the members of the Unit are able to make changes, maintain and update information any time.”

— Teresa Luque
Manager, Information Access Unit, RTI/IP Decision Maker, Privacy and Confidentiality Contact Officer
• **Automated Reports**: Provides corresponding statistics saving time and effort.

• **Going from Anecdotal to Analytical**: Consistently aggregate, analyze and act on customer feedback, moving towards a more proactive customer experience management program.

• **Getting to Root Causes of Issues**: Understand why a customer had a positive or negative experience, so they can identify and correct the root cause before the same problem affects another customer.

• **Trends / Analytics**: Ability to analyze customer experiences to identify and act on hidden trends to improve customer experiences.

More than 9,000 customers around the world rely on us to give them a competitive edge. By providing innovative, industry-driven enterprise application software, Aptean helps businesses to satisfy their customers, operate most efficiently, and stay at the forefront of their industry.

For more information, visit: [www.aptean.com](http://www.aptean.com)