Using technology to track and improve client satisfaction with long term contraceptive use in India

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Why do we fail to create brand loyal customers for Intra Uterine Devices???
How do commercial companies succeed in creating brand loyal customers???
A
Attention
(shows)

I
Interest
(clicks)

D
Desire
(contact)

A
Action
(purchase)

Loyalty
Customer
satisfaction
Women in Reproductive Age

Myths & Misconceptions

Intra Uterine Devices
I hate $%@!

Dissonance
Health Care Providers

Biases
Steps to nowhere....

1 to 6 months

Woman goes for IUD insertion

Provider inserts IUD &
inadequate Counseling

Experiences side effects

Removed IUD

Dissonance

Perpetuates myths and misconceptions

Discourages peers

Low acceptance for IUD
What we did...

Woman goes for IUD insertion

Outbound call through helpline to address queries

Provider inserts IUD & inadequate counseling

Woman experiences side effects—she knows side effects will subside in 3-4 months

Satisfied with the method

Creates positive word of mouth for IUD among peers

Brand Ambassador- Motivates others

Increase in acceptance for IUD
Outbound calling...how it works??

Community mobilizers → WRA → Providers

Women with IUD insertion → Help Line → State office
Results
Clients response to IUD services on Helpline  (May 2010-Sep 2011)
Learnings

- Single call is not sufficient- women dissatisfied with the method will be called again after a month

- All the women are not accessible over phones- follow up through one to one discussions within two months of IUD insertion
Helpline- Creating a satisfied client
Questions?