

ABSTRACT

CLINICAL NUTRITION MANAGERS' PERCEPTIONS OF THE IMPORTANCE OF CUSTOMER SERVICE, SERVICE SKILLS, AND PRACTICE IMPLEMENTATION

The purpose of this study was to explore to what extent Clinical Nutrition Managers (CNMs) measure customer service. Quantitative methodology was used. A survey was sent via electronic mail to 641 CNM electronic list serve members; 46 surveys were returned yielding a 7% response rate. There were no significant differences between acute care and ambulatory care CNM respondents. Significant differences were observed between knowledge of service principles and confidence in choosing a monitoring tool ($p=.000$). Respondents obtained feedback more frequently from their patients than their other customers. CNMs obtained feedback more frequently from their acute care patients ($n=32$) than ambulatory care patients ($n=17$). Results indicate CNMs believed customer service was important and they have adequate knowledge and resources, however, may not feel confident in their ability to develop tools and implement customer service principles. It appears that dietetic professionals want and need additional training on instrument development and benchmarking.

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