Clinical Research Coordinator Society (CRCS) Forum

Why Service Excellence Matters in Our Work and How to EXC\(^3\)ITE (Execute) It?

14\(^{th}\) September 2018
3-5 pm
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Disclaimer

This presentation was prepared in the presenter's personal capacity. The opinions expressed in this presentation are the presenter's own and do not reflect the view of the Tech Observer Group.
MORE Disclaimer!

- Not formally trained in service
- Pursue of Service Excellence is both personal interest & business priority
- Sharing views for exchange and discussion

“For it is in giving that we receive”
— Saint Francis of Assisi
Why Service Excellence Matters?

Hardware; Heart-ware
"the action of helping or doing work for someone"
Clinical Research Coordinator is in a position to influence clinical trial experience

“The fragrance always remains on the hand that gives the rose.”
- Mahatma Gandhi
Service = Helping Others

7 Reasons Why Helping Others Can Make You Healthier And Happier

By Sarah J. Williams, January 31st 2017

The Secret to Happiness Is Helping Others
By Jenny Santi

Helping Others Makes Us Happier At Work, Research Finds

WELLNESS 03/30/2013 12:05 pm ET

How Helping Others Can Reduce Stress and Increase Happiness
By Elizabeth Scott, NMS
Updated July 05, 2018

10 Facts That Prove Helping Others Is A Key To Achieving Happiness
By Kimberly Yam
Journey of Service Excellence in Tech Observer

- DISTINGUISHING ourselves from our competitors by not competing on cost only
- Embarked on service improvement initiative with an external agency
- Consist of management interview, staff conversation (F2F), client survey (online)
Voice of Staff
- Consistent
- Flexible
- Effective
- Adaptive
- Trust
- Proactive

Voice of Client
- Personal Responsibility
- Feeling cared for
- Success Together
- Personalization
- Feeling welcome
Tech Observer Service Intent

“At Tech Observer, you can feel confident knowing that your assignment is in good hands – no matter the complexity and intensity.

We deliver tailored solutions and give peace of mind for our clients through effective project management. You can be assured that we will managed your work with agility and that we will proactively address any challenges through facilitated conversations with you, stakeholders and our colleagues.

We commit to conduct our business in an open, transparent and professional manner.

We take pride in our work, ensuring quality in everything we do.”
Who is Client?

Who is client?

The term “client” in our company refers to both internal and external client.

We firmly believe that service excellence must be practiced consistently whether it is towards for co-workers, colleagues, supporting services such as finance, IT services, HR support, consultants, suppliers, vendors or external clients.

Whoever receives something from us, whether it is tangible or intangible, will be our client.
What is EXCITE?

**EXCITE** stands for:
- Explore
- Xperience
- Conduct
- Improve
- Tailor
- Enhance
The EXCITE Service Journey

Customer satisfaction rises along the service journey as we work according to the EXCITE model.

However, the journey of service excellence journey is never over and we cannot be complacent.

We internalize learnings and experiences as we embarked on another service excellence journey.
What is EXCITE?

Explore.

Why people are asking what they are asking?
Why are people doing what they are doing?

Be curious.
What is EXCITE?

**Xperience.**

Search within our experience and previous learnings to co-create solutions.
What is EXCITE?

Conduct the required tasks and services based on established procedures and quality standard.
What is EXCITE?

Improve.


“The only reason people do not know much is because they do not care to know. They are incurious. Incuriousity is the oddest and most foolish failing there is.”

- Stephen Fry, English comedian, actor, writer, presenter, and activist.
What is EXCITE?

Tailor.

“Quality in a service or product is not what you put into it. It is what the customer gets out of it.”

- Peter Drucker, Austrian-born American management consultant, educator, and author
What is EXCITE?

Enhance.
Do it better.
EXCITE
- Explore
- Xperience
- Conduct
- Improve
- Tailor
- Enhance
Caring Heart, Curious Mind

Two key qualities underpins the EXCITE model:
- Caring Heart
- Curious Mind
Caring Heart, Curious Mind

- Caring Heart

“If you love it, you will teach yourself. If you do not love it, people have to teach you.”
Caring Heart, Curious Mind

- Curious Mind

Stay Foolish. Stay Hungry.
求知若饥，虚心若愚

-Whole Earth Epilog, 1974
EXC\textsuperscript{3}ITE ("Execute")

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Putting together, we have EXC\textsuperscript{3}ITE
(pronounced as excite-cube: “execute”).
In the centre of every clinical trial, stands a human.