

# Survey for Success

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Jackson Medical Mall Foundation

## Challenge

To develop a standardized structure to gain and evaluate customer feedback to increase the efficiency in call center operations.

## MAJOR STEPS TAKEN

Developed a survey to gain unbiased feedback from clients.

Turn feedback into progress for agencies, call center team, & drivers

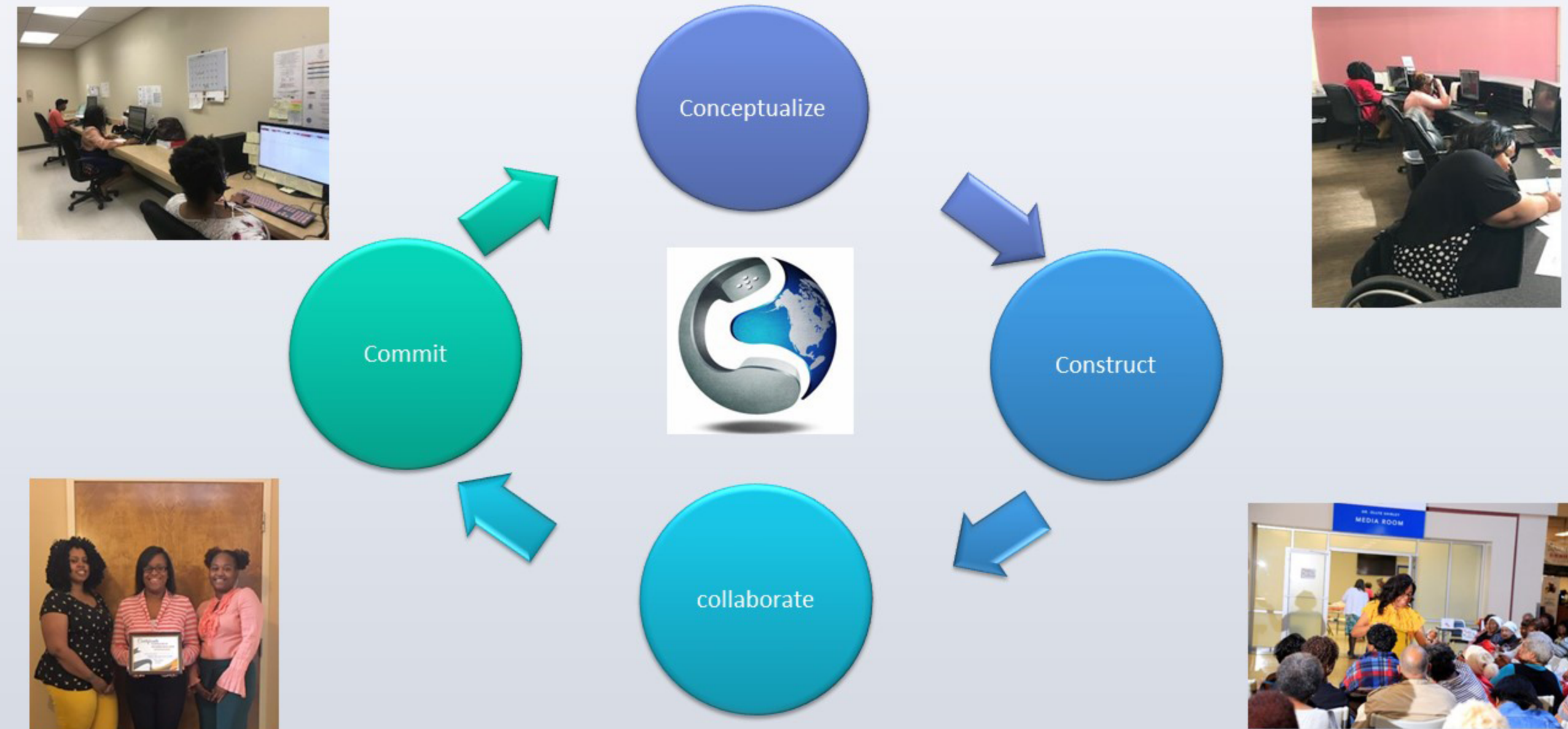
## RESULTS

- Increased number of positive experiences as demonstrated by customer feedback.
- Demonstrated a positive rate of return on investments based on customer feedback.
- Decreased number of negative incidences.
- Decreased number of late arrivals to appointments

## WHAT WE LEARNED

- Every call establishes a relationship and every caller is a partner.
- Communicate the vision and encourage feedback.
- Establish an expectation and stick to it.
- Do what's best for the program not the individual.
- Always deliver more than expected.
- No matter how good our feedback is, we start over with each customer.

## GOALS AND IMPLEMENTATION



The Jackson Medical Mall Foundation (JMMF) was approached by the City of Jackson to develop an innovative approach to senior transportation. The goal of this program was to increase accessibility to medical, nutrition, personal and social destinations. Through a collaborative effort with three (3) rural transportation service providers, JMMF established a replicable model that encompassed traditional and nontraditional streams of thoughts on how senior transportation can be inaugurated and enhanced. The process incorporated a series of community conversations with current and potential stakeholders. Potential partners were engaged in the planning process thereby integrating their potential barriers into the planning processes. Partners include rural transportation providers: Bolivar County Council on Aging, Hinds County Human Resource Agency and South Central Community Action Agency. Additional partners include MS Department of Transportation and Central MS Planning and Development District's Area Agency on Aging.

## INTRODUCTION

Founded in 1996 by Dr. Aaron Shirley, the Jackson Medical Mall was transformed from an abandoned shopping mall to a modern medical and retail facility. The mission, to provide healthcare for the undeserved and to promote economic and community development, was made possible through strategic partnerships with UMMC, Jackson State University and Tougaloo College. 20 years later, the Jackson Medical Mall sits proudly in the center of the state's capital city, providing high quality health and community services to the public.

### **Mission**

To eliminate healthcare disparities holistically through the promotion of creativity & innovation.

### **Vision**

To be the leader in healthcare, economic artistic & technological development.

## RECOMMENDATIONS

- Empower your agents to deliver excellent customer service
- Use metrics based on effectiveness not efficiency .
- Set up performance standards to measure success.
- Act on customer feedback
- Continue to incorporate feedback from all parties involved.
- Invest in the best technology
- Focus on internal communication as much as external communication.
- Continue to focus on the big picture.
- Communicate frequently with partners.
- Publicize your vision and successes.
- Demonstrating your appreciation to your clients for their feedback.
- Re-Examine Key Performance Metrics quarterly.



## CONTACT INFORMATION

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