




Swissray



5 CUSTOMER SERVICE EXPECTATIONS FOR DIGITAL RADIOGRAPHY



Purchasing mission-critical products such as a digital radiography system is a high stakes decision. Whether you are responsible for a large healthcare organization or a small medical practice, your digital radiography equipment is an investment for years to come, and it needs to be a successful one. Ensuring your provider's customer service delivers the ongoing support to maximize uptime is a critical piece of the selection process.

A good salesperson can make sure you get the right digital radiography system to address your unique needs, but what happens after the sale is just as important, if not more. The customer service you receive can be one of the most important factors when deciding on a digital radiography provider. The importance of customer service can't be overstated; in fact, a company with a solid reputation puts just as much effort into ensuring it has a quality customer service team as it does into developing quality products.

As a customer, you should expect outstanding service. It is at the heart of a very satisfied customer. But how do you know you'll get what you're promised after the ink dries on the sales contract? You can alleviate potential frustration down the line by addressing a few key expectations early on in the sales cycle.

■ **EXPERIENCED AND KNOWLEDGEABLE SUPPORT**

Extensive knowledge of the digital radiography system you purchased is a must for your customer support team. Ideally, you want your support team to believe in the product and be able to discuss features and functionality with great detail. They should also have a good understanding of your practice and be able to show you insightful ways the product can benefit your unique challenges.



■ **OPTIMAL FUNCTIONALITY**

Look for a team that will pay attention to even the smallest details. Most DR systems are designed for easy maintenance, but rooms can get dusty, and machines need to be cleaned to minimize overheating. You should expect your customer service team to visit regularly. They not only check on how the DR machine is supporting your practice, but they will also ensure the hardware and software firmware levels are all up to date and the room temperature is optimal for DR functionality.

■ **CREATIVELY PROBLEM SOLVE**

Expect your customer service team to thrive on problem-solving. This is what they do, and they should be good at it. When it comes to technology, something will go wrong at some point. An effective customer support team will work with you to quickly identify the issue and tackle it head-on. Once the issue has been resolved, you can expect continued follow-up to ensure your system continues to function as intended.

■ **RAPID RESPONSE TIME**

When your system is down, and workflow is quickly getting backed up, the mood of your entire office can quickly change. Expect your customer service team to truly care about your business and the patients you support. When considering a DR provider, find out if you will have direct access to your support team. Will they provide you with a cell number to ensure any questions or issues are addressed quickly? Will you have a dedicated person that knows you and your business needs? Or will you be calling into a call center and then subsequently connected with a rotation of service reps?

■ **SAFE AND EFFICIENT OPERATIONS**

Your customer service team should be well trained. Look for clinical professionals who are registered radiologic technologists. The best trainers have worked in practices and have even run them. They have the knowledge to teach you how to use the equipment properly.

ABOUT SWISSRAY

Swissray is a leading provider of innovative diagnostic imaging solutions used by hundreds of radiography professionals and healthcare facilities. Swissray's complete digital radiography product line provides solutions that simplify radiographic procedures, ensuring the best image quality along with process improvements that can significantly streamline workflow. Swissray is headquartered in Southwest Florida.



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