# TB Helpline

## About TB Helpline

The NTI had believed in assessment and evaluation as an ongoing process. It welcomed the idea of periodic assessment, especially from experts, on scientific lines as they are vital to the growth and improvement in the programme. The NTP was evaluated by three agencies, ICMR, Institute of Communication, Operations Research and Community Involvement (ICORCI) and WHO. In 1992, the Government of India, together with the World Health Organization (WHO) and Swedish International Development Agency (SIDA), reviewed the national programme and concluded that it suffered from managerial weakness, inadequate funding, over-reliance on x-ray, non-standard treatment regimens, low rates of treatment completion, and lack of systematic information on treatment outcomes. As a result, a Revised National Tuberculosis Control Programme (RNTCP) was designed.

## The Need of the Client

TB Helpline required an able customer care specialist to handle the queries, complaints and grievances of its large customer base. Due to the critical nature of healthcare services, time of handling and resolution of tickets raised was of essence.

## Solution for the Client

A well-thought-out and deeply researched solution/package of services was developed for addressing the specific requirements of TB Helpline. This included a variety of complementary services, built around the core solution consisting of handling patients queries and complaints regarding their health as well as complaints about doctors and staff.

## Results from the Solution

The services that we delivered included resources, timelines, and overseeing the entire execution process of the solution from implementation to feedback integration.

TB Helpline gained the utmost in terms of population satisfaction, as the number of grievances addressed grew to eclipse previous performance.

The positive impact of our services on the health of the people was there for all to see, and the client acknowledging the high quality of the services we delivered added another feather to our already burgeoning hat.

Go4customer incorporated the learnings from our solution deployment for TB Helpline into our existing processes so as to evolve our services for the tech-driven future!