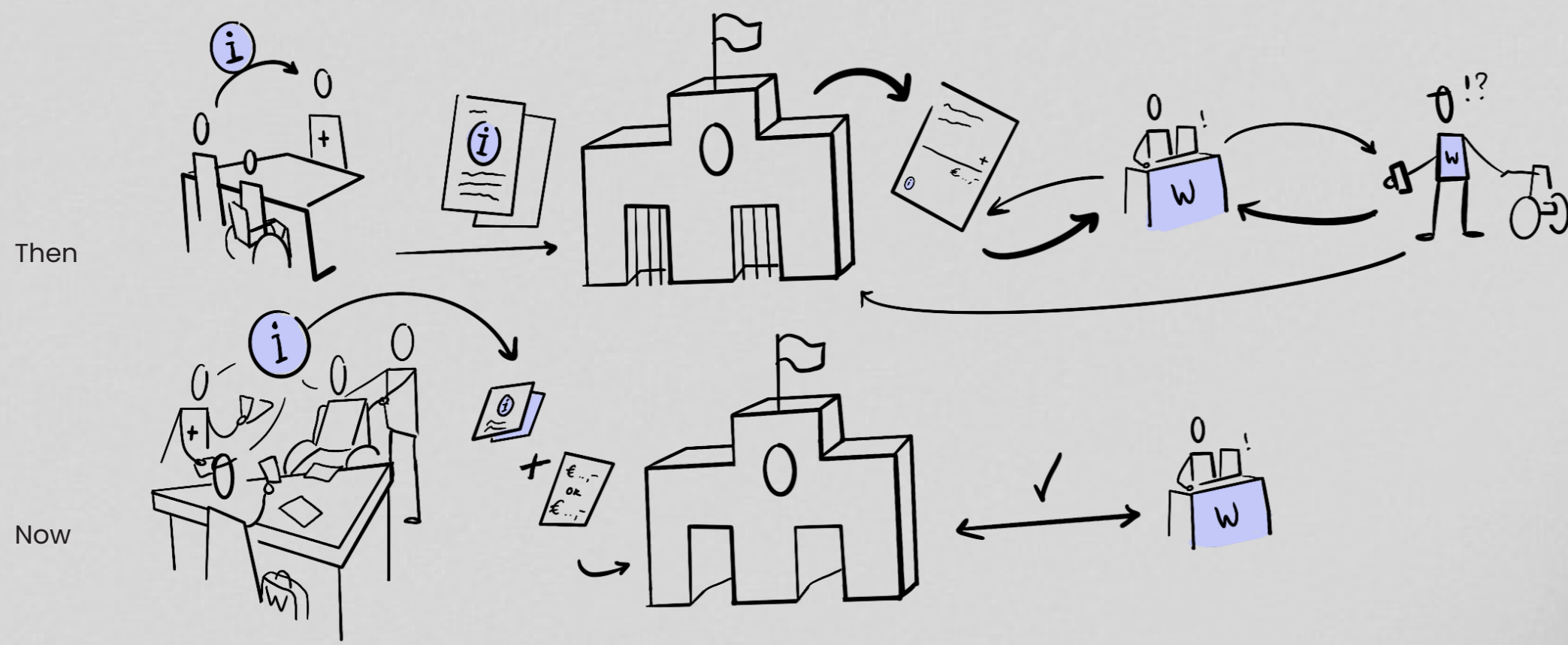


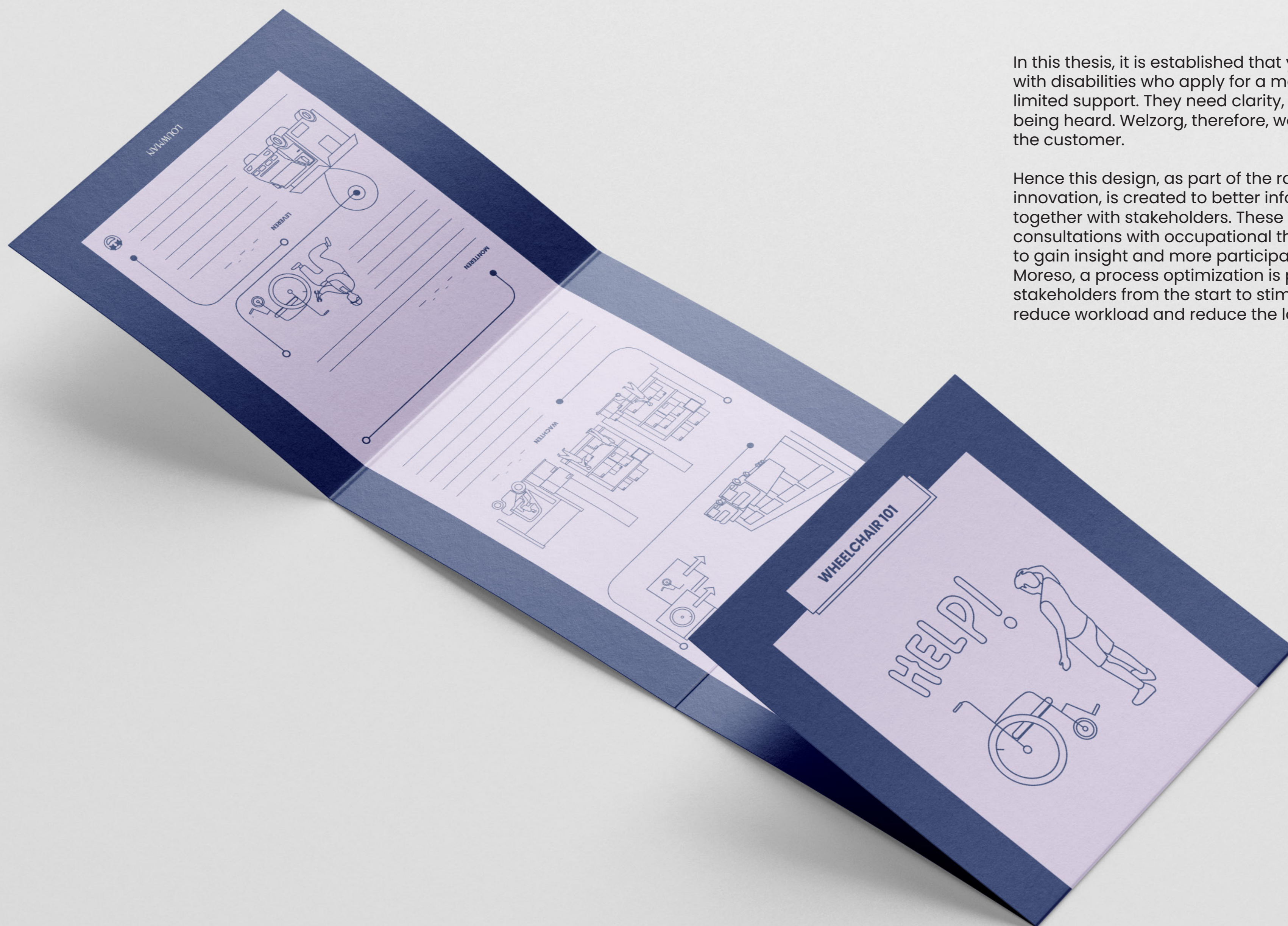
Design of a Strategic Roadmap to Increase Customer Satisfaction & Engagement

for Welzorg (at Louwman Group)

The healthcare system in the Netherlands has trouble finding solutions for its complexity and fragmentation. Until now challenges like shortages, long lead times and lack of communication between stakeholders led to less satisfied customers. Welzorg wants to be able to provide more sufficient service. The customer is often overlooked. So the main question is: What are the needs of the customer and how can we improve satisfaction?



WHEELCHAIR 101



In this thesis, it is established that young families with children with disabilities who apply for a manual wheelchair receive limited support. They need clarity, having a say in the matter and being heard. Welzorg, therefore, wants to focus more actively on the customer.

Hence this design, as part of the roadmap for customer focused innovation, is created to better inform and involve the customer together with stakeholders. These leaflets stimulate dialogue in consultations with occupational therapists and physiotherapists to gain insight and more participation. Moreso, a process optimization is proposed to include the right stakeholders from the start to stimulate better collaboration, reduce workload and reduce the loss of information and time.

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Strategic Product Design

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