

Subject: QNT Weekly: Creating a Better Customer Experience; What You Should Know About Data Privacy
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In this issue of *QNT Weekly*, read about **the importance of sweating the small stuff** when it comes to customer experience. Also: a low-cost business model could be **putting Southwest Airline's passengers at risk**; Humana's new incentive program **rewards hospitals for improving quality**; what you should know about data privacy that will **help consumers trust your brand**; **increasing customer expectations** are forcing organizations to rethink their approach to customer service; and how the Mayo Clinic **used lean to improve an inefficient documentation system**.



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To Create a Great Customer Experience, Sweat the Small Stuff

Forbes.com

There's a famous book called *Don't Sweat the Small Stuff* by Richard Carlson that teaches people how focusing on the little things in life is a recipe for unhappiness. But for organizations seeking to create the best customer experiences in their industry, **sweating the small stuff and focusing on details can help them create a better customer experience.**

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Data Privacy: What Will Help Consumers Trust Your Brand

Is Southwest's Low-Cost Business Model Putting Passengers at Risk?

Canadian Press

Southwest Airlines runs its planes hard, which adds to wear and tear on parts. As the investigation into Southwest's deadly engine failure continues, Southwest CEO Gary Kelly could face questions about **whether the organization's low-cost business model—which puts its planes through frequent takeoffs and landings—is putting passengers at risk.**

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5 Predictions on the Future Of Customer Service in a Tech-Driven World

Humana Creates Program To Reimburse Hospitals That Improve Quality

Pharma & Healthcare Monitor Worldwide

Humana unveiled its new program that will reimburse hospitals for **improvement on quality measures related to patient safety, experience and outcomes.** The hospital incentive program is Humana's first value-based model that focuses exclusively on hospitals' inpatient admissions and is available to all general acute-care hospitals that contract with Humana.

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Can Lean Methodology Help Improve EHR Documentation?

Forbes.com

Most consumers don't mind if brands use information they've directly shared to better personalize messages, according to consumer intelligence platform Vision Critical. Despite an uptick in public distrust in institutions and a steady discussion on data and privacy, **the number of consumers willing to trust organizations with their data remains high.**

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Forbes.com

Growing customer expectations are **forcing organizations to rethink their approach to customer service.** Technology is playing a big role in this shift by enabling organizations to better address their customers' needs. With the development of an omnichannel customer service environment, organizations must anticipate changes in customer expectations.

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Indian Health Care News

Clinical documentation improvement is a major focus of many health systems' value-based care initiatives. That's a tall task with no dependable template for success. But four experts from the Mayo Clinic College of Medicine showed how they **used lean processes to redesign an inefficient electronic health record (EHR) documentation system.**

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