

Customer service at the heart of FysioDanmark's use of SafeGuard S-Frame™

An Ergonomic Solutions case study



Background

FysioDanmark was founded in 2011 when 39 independent physiotherapy clinics joined forces to form an organisation that could expand the services it offered and, as a result, work with larger national institutions such as pension funds, healthcare insurance organisations and patient associations.

The company currently employs approximately 400 physiotherapists across 45 clinics, and with a turnover of DKK350m is the largest player in the physiotherapy sector in Denmark. Such is the success of the FysioDanmark formula that they expect to be operating 50-60 centres by the end of 2013.



The Challenge

As an organisation, FysioDanmark set out to provide a high quality service, which focussed on the use of innovative physiotherapy techniques. In line with this, they wanted the whole customer experience to be similarly in step with their treatment strategy.

Given that many conditions requiring physiotherapy have a tendency to the medium and longer timescales in their treatment plans, it is important to ensure that customer satisfaction remains high in terms of the patient's experiences within the clinic and also in the information that they might receive on their condition, during their course.

With that in mind FysioDanmark took the decision to install an iPad in each waiting room for the purposes of collecting customer feedback and to also enable them to sign up for a newsletter.



The Solution

The introduction of consumer electronics into commercial environments has revolutionised the way in which people gather or look for information. The iPad and other tablet devices are intuitive to use and bring a “buzz” to the environment in which they are utilised. However they are also prone to theft, misuse, and damage and with waiting rooms being unattended much of the time, this was a real concern. FysioDanmark needed a secure mounting solution, which would keep the device safe and secure whilst doing nothing to spoil its good looks or hinder its usage.

Ergonomic Solutions were asked by long-time partner ATEA, already working with FysioDanmark, to provide a pilot SafeGuard S-Frame unit for trial at their Aalborg clinic in Kennedy Arkaden.

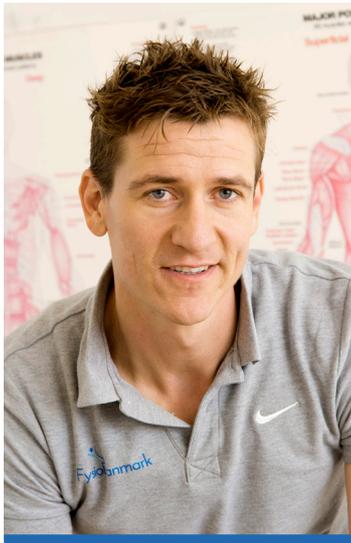
The S-Frame is ideally suited to applications where a static display is required. Designed such that the “home” button, power point and volume controls are protected, it was exactly the technology mounting solution that FysioDanmark required to enable their bespoke applications to run reliably, without interference and in a format that would attract customer use. The S-Frame features the MultiGrip™ plate to keep the iPad stable and the frame in either black or natural brushed, anodized finish locks the tablet in place.



Conclusion

The pilot site was an instant success and FysioDanmark began a roll out of the iPad/S-Frame combination to all of its clinics during early 2013.

The possibilities opened up by the advent of the iPad and similar tablets lay behind the research and development that led to the introduction of the S-Frame and the subsequent SafeGuard range of products, as Mark Crysell, Product Marketing Director, Ergonomic Solutions, explains. “Customer facing applications such as that recently introduced by FysioDanmark is the perfect fit for the SafeGuard S-Frame. This mounting solution is specifically designed to enable all of the unique features and benefits that the iPad affords the operator whilst providing insurance against damage, misuse and theft. SafeGuard makes the case for these unique devices more compelling than ever.”



On behalf of FysioDanmark, Per Gade, Managing Director, said,
“We are delighted with the response from our customers, who clearly like the use of the iPad as a source of providing us with feedback and information to receive our newsletters. FysioDanmark is proud of the quality of our treatments, and use of the latest techniques to improve the care that we offer. We believe that our entire customer experience should be similarly dynamic and we simply would not have been able to use the iPads within our waiting rooms without the use of the SafeGuard S-Frame. It has provided the key to unlock the potential that these devices have. We couldn’t be more pleased.”

FysioDanmark