C-NET

Name of the Student

University Name

C-NET

Center for Nursing Education and Testing Inc. (C-NET) is a testing agency in New Jersey. It is providing services in health and nursing field since 1992. The company has recently employed 13 web developers to improve its operations. The main products of the company are nursing tests, assessment of tests, different nursing schools admission tests. The company is providing all its services through its website and online database. For the services improvement and to maximize the satisfaction level of its customers (7 Ways to Create a Customer Experience Strategy, 2019)). The company has to work on continuous improvement and innovations. The database and website could be improved by updating its hosting, domain, security layers, and the latest tools of the database.

For building the customer’s satisfaction, there are several techniques followed by the company. Innovation is the key to success, and boost the sale of the company. The quality of the website and database should be improved to meet the latest requirements of the customers (How to Improve the Customer Experience by 180 Degrees, 2019). The business is dependent on its customers, and it could not survive in the long run. The companies are struggling to raise the number of its loyal customers by providing quality products at reasonable prices. C-Net can also introduce its mobile application with more functions and facilities. Moreover, C-NET has to know about its potential customers and classify them accordingly to provide the best possible care.

The website and online database is the most growing business in the world. The technology innovation in health care includes like EHR (Electronic healthcare record) also provides patients data to make decisions on health care of the patient. Health information exchanges (HIE) provides more efficient and effective patient-centered care to facilitate clinicians to meet the higher standards of patient care and take decisions smoothly Artificial intelligence is also beneficial for making decisions on healthcare of patients.

References

How To Improve The Customer Experience By 180 Degrees. Forbes.com. N. p., 2019. Web. 16 Mar. 2019.

7 Ways to Create a Customer Experience Strategy. (2019). CRM Blog: Articles, Tips, and Strategies by SuperOffice. Retrieved 16 March 2019, from https://www.superoffice.com/blog/customer-experience-strategy/