



## Client's Satisfaction towards Indian Veterinary Research Institute- Referral Veterinary Polyclinic Services: A Case Study

Kamni P. Biam<sup>1\*</sup>, Mahesh Chander<sup>2</sup> and Pampi Paul<sup>3</sup>

<sup>1&3</sup>Scientist, ICAR-Research Complex for North Eastern Region, Umiam, Meghalaya, India

<sup>2</sup>Principal Scientist, ICAR-Indian Veterinary Research Institute, Izatnagar, Bareilly, Uttar Pradesh, India

\*Corresponding author email id: kamnipaia@gmail.com

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### ABSTRACT

The study was conducted at Indian Veterinary Research Institute- Referral Veterinary Polyclinic (RVP), Izatnagar, to assess the client's satisfaction on the overall veterinary service provided by the polyclinic from 2019-2020. A total of 60 clients visiting the RVP were at random selected irrespective of the animal they brought and place they belong too. 95 per cent of the clients prefer IVRI-RVP over other private or government-run clinics because of nominal consultation fees and 93.33 per cent due to their belief in the Institutes' reliability of treatment of the diseases diagnosed on their animals. All the clients agreed that the IVRI-RVP cleanliness was very satisfactory, 98.33 per cent of them felt that the veterinarians were courteous and genuinely concerned for their animals and clearly explained their problems upon diagnosis. 56.67 per cent of the clients rated the overall quality of veterinary services as very good and were more than happy to recommend the polyclinic to their families and friends.

### INTRODUCTION

Effective and efficient delivery of animal health and production services is considered as vital to effectively prevent and protect any animal from injury. Many national and international organizations, notably the Food and Agricultural Organization (FAO), are increasingly concerned about the prompt delivery of veterinary services. Animal health-care (AHC) services are provided by the public sector in many underdeveloped countries. The availability and quality of these services can have an impact on the survival and production of animals, particularly in the livestock sector (Umali et al., 1994). Any animals' production potential is essentially determined by the quality of nutrition, genetic upgradation and upliftment of animal health status. Apart from livestock, various companion animals like dogs and cats are found in communities all over the world, with their life varying according to geography, local human-animal connections, economy, access to culturally sensitive veterinary care, and simple circumstances (Brook

et al., 2010; Guttilla & Stapp, 2010; Villa et al., 2010; Beck, 2013; Barnard et al., 2015; Rock & Degeling, 2016). Keeping in mind the need for one step veterinary services, the World Health Organization (WHO) and the World Organization for Animal Health (OIE) both recognize the importance of veterinary services in controlling zoonotic diseases, preventing human injury, and protecting the welfare of non-human animals. Furthermore, both organizations propose that veterinarian programmes and services be evaluated on a regular basis (Baker et al., 2018). In India, with an acute shortage of manpower delivering animal health service, a concern for efficient delivery of minor veterinary services have gained popularity among stakeholders (Kumar & Meena, 2021).

Client-satisfaction surveys are more common in human health-care than in animal health. According to Dutta et al., (2021), satisfaction refers to the contentment or fulfillment of wishes, expectations, and needs of a person according to the requirement. Surveys provide a feedback mechanism to managers to uncover the client's perceptions of strengths and weaknesses (Lin & Brian,

1996). Williams et al., (1998) identified three factors that determined the outcome of a patient's evaluation of services: a positive or negative experience, the perceived function of the service and the culpability of the service for their experience. Veterinarians must understand what their clients expect from their veterinary service in order to provide the best possible service. For the clients, it is the satisfaction, which drives, dictates, or dedicates the next course of action as it is important to develop an understanding of the preferences of clients when they select a veterinarian to provide animal care (Talukdar et al., 2015). Understanding client satisfaction is one area that has been gaining significant attention within organizations. With this in mind, the study was set out with the following objectives to assess the client satisfaction on the quality of veterinary services provided by Indian Veterinary Research Institute- Referral Veterinary Polyclinic (IVRI- RVP) and to identify suggestions that would allow for recommendations and improvements in service quality.

### METHODOLOGY

The study was conducted in IVRI-RVP at Izatnagar, Bareilly in the state of Uttar Pradesh. To assess client satisfaction, an interview schedule consisting of structured, semi-structured and open-ended questions was used for the survey. Using random sampling method, a total of 60 clients were surveyed. Clients visiting the RVP were randomly selected irrespective of the animal they brought and place they belong too. To assess client's satisfaction towards the veterinary services provided various indicators were selected such as the client's reasons for visiting the IVRI-RVP over other private or government-run clinics, veterinarians' attitude towards clients and animals, degree of clarity of the veterinarians' explanation about the diagnosis, cleanliness of the polyclinic and finally client's willingness to recommend the polyclinic to friends and families. Finally, based on these indicators and experience of the clients at the polyclinic they were finally instructed to give their final assessment of the overall quality of veterinary services provided at the RVP on four degrees of continuum viz. poor, good, very good and excellent.

### RESULTS AND DISCUSSIONS

#### **Client's reasons for visiting IVRI-RVP over other private or government-run clinics and expectations before visiting the RVP**

As humans, our choices and decisions are governed by various factors. Therefore, each is different in his or her choices and for this reason too there could be umpteen reasons that could decide why the respondents we interacted with chose to visit IVRI-RVP and have their animals diagnosed and treated. A perusal of Table 1 reveals that 95.00 per cent of the clients prefer IVRI-RVP over other private or government-run clinics because of its nominal consultation fees, followed by 93.33 per cent due to their faith in the institutes' reliability of treatment of the diseases. IVRI as an institute that caters to the development of livestock sector has created a niche for itself in this aspect; as a result, 81.67 per cent of the clients prefer IVRI-RVP over any other private or government-run clinics because of the credibility of the institute.

**Table 1.** Clients reasons for visiting IVRI-RVP over other private or government-run clinics and expectations before visiting the RVP

Particulars	Percentage
<i>Reasons for visiting IVRI-RVP over other private or government-run clinics</i>	
Close proximity with residential area	76.67
Nominal consultation fees	95.00
Reliability of treatment of the disease	93.33
Credibility of the institute	81.67
Reference from friend/family/ other veterinarians	31.67
<i>Clients expectations before visiting the RVP</i>	
Quality treatment	90.00
Animal should recover or be cured	78.33
Cow/Buffalo should reproduce after AI	23.33
Nominal consultation and medicine fees	26.67
Know about IVRI as they are residents of Bareilly so no expectations	13.33
No complications in the treatment should arise	10.00
To experience first-hand about the quality of services	20.00
Expected rush and commotion as it was a government-run polyclinic	8.33
Medical store outlet within the polyclinic with subsidised rates	66.67

The majority of the clients were known to the place and lived within few kilometres from the polyclinic hence they had no second thoughts on coming to IVRI for their animal health and welfare. The findings are in consonance with Kumar and Meena 2021. A majority (90.00%) of the clients who visited the polyclinic first and foremost expected quality treatment with 63.33 per cent expecting their animals to recover or be cured after their visits or treatment. IVRI-RVP has been serving its clients since 1996 and is continuing to do so till date. Over the years since its inception, it has developed name and fame and is now one of the premier institutes of animal husbandry development; therefore expectations from clientele are bound to arise before they first visit the institute or its RVP.

#### **Client's satisfaction towards veterinary services at IVRI-RVP and their overall satisfaction of the quality of veterinary services at IVRI-RVP**

To assess client's satisfaction towards the veterinary services provided certain indicators were selected (Table 2). All the clients (100%) agreed that the RVP cleanliness was satisfactory, rather they were very much impressed because being public sector run facilities which usually are not as clean as they would be elsewhere. Similarly, 98.33 per cent of them felt that the doctors/veterinarians was courteous and genuinely concerned for their animals and clearly explained their problems upon diagnosis. Further perusal reveals that 96.67 per cent of the clients agreed that their animals had received professional healthcare. In all, they were all very much satisfied to the extent that almost all (96.67%) of the clients were of the opinion that they would recommend the polyclinic to their friends and families and some have even already started recommending.

Based on the indicators provided to assess satisfaction and experience of the clients at the polyclinic they were finally instructed to give their final assessment of the overall quality of

**Table 2.** Clients satisfaction towards veterinary services at IVRI RVP

Indicators	Percentage	
	Yes	No
Doctors courteous and genuinely concerned for your animal	98.33	1.67
Animals/pets problem clearly explained	98.33	1.67
Received professional healthcare	96.67	3.33
Facility cleanliness satisfactory	100.00	-
Conduct follow up after treatment	96.67	3.33
Recommend the polyclinic to friends/families	96.67	3.33

**Table 3.** Clients overall satisfaction of the quality of veterinary services at IVRI-RVP

Rating	Percentage
Poor	1.67
Good	10.00
Very Good	56.67
Excellent	31.67

veterinary services provided at the RVP (Table 3). More than half (56.67%) of the clients rated the overall quality of veterinary services as very good, followed by 31.67 per cent excellent, 10.00 per cent good and a mere 1.67 per cent was not satisfied and rated the overall quality as poor. Similar findings were reported by Kumar & Meena (2021). Satisha et al., (2018) is of the opinion that the delivery of livestock services is emerging as an important priority area for enhancing and optimizing livestock production and management of the livestock, therefore it is imperative that the organization assigned with the task veterinary services delivering out timely animal health services to various categories of animals.

### CONCLUSION

It is evident from the findings that a majority of the clients rated the overall quality of veterinary services at IVRI RVP as very good, inferring that the clients were satisfied with the services with a majority of them implying that they would recommend their friends and families to opt for IVRI in case of any animal health problems. Veterinary services delivery at the clients' door or footstep is not possible but the IVRI-RVP being a model Teaching Veterinary Clinical Complex for undergraduate and postgraduate students has immensely strived to cater the needs of its clients under the supervision and guidance of senior faculties. But despite that, more could be done if necessary suggestions as recommended by the clients, if incorporated could go a long way in helping the polyclinic to better serve its clients with every visit they make to the polyclinic.

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