Guidelines for Providing Quality Services through ASHA Project Drop In Centers and Service Sites using BISHWAS Branding:

Quality Service | Reliability | Dependable | Friendly | Secure | Comfortable

USAID | NEPAL FROM THE AMERICAN PEOPLE

ASHA Advancing Surveillance, Policies, Prevention, Care and Support to Fight HIV/AIDS

Family Health International/Nepal
USAID Cooperative Agreement #367-A-00-06-00067-00
Strategic Objective No. 9 & 11

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Introduction

BISHWAS is branding. Bishwas is not a product but a concept. A concept that emphasizes and highlights the characteristics of **High Quality Client Service** provided in the field of Public Health. Through it's logo we aim in building brand recognition with in our target audience (MARPs). The MARPs are reached through outreach activities as well as visits to drop-in-centers (DICs) as well as clinical sites. This makes all the above establishments' **key points of direct contact with our clients**, hence making them vital components in the quest to spread the concept of BISHWAS.

Through BISHWAS the main goal is to develop a minimum standard for providing **High Quality Client Service** with consistency throughout Nepal. By introducing the concept of BISHWAS in the establishments and to outreach program we are giving the concept of Quality Client Service a face, which our target audience will recognize in the form of a green five petal flower.

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The five petal flower with the one word program title, BISHWAS, contains the concepts and feeling of security and a confidence that clients will feel that they will be treated well. **BISHWAS in other words TRUST.**

Our goal is to develop brand communication, through which we will bridge the gap between our target audience and our establishment. A brand exists only when a link has been made. A brand is only a brand when it is communicated effectively. Therefore **it is vital that we the people working for the brand understand its promise first**.

The 5 Petals and 5 commitments

The 5 petals of BISHWAS each represent a core attribute that the brand aims at providing to its clients.

Figure 2: The first attribute is **reliability.** This promised accurate and adequate information to clients.

Figure 3: Second is **dependable.** Those associated with BISHWAS provide confidentiality and discretion about our client's information.

Figure 4: Third, we extend a **friendly** hand to our clients by providing personal attention.

Figure 5: Fourth, we provide a **secure** environment where we try to eradicate stigma and discrimination. We provide a community environment where our clients can talk to us without hesitation.

Figure 6: Lastly and most important, we aim to provide a **comfortable** set-up where our clients can gain easy access to all the facilities that we provide ranging from counseling to HIV/STI testing to DIC services where clients can access information through different mediums.

Mission Statement

Provide a welcome, comfortable and secure environment where all clients are given the highest priority and treated with respect at all times under every situation.

Vision Statement

To aspire to be the number one quality service provider for individuals who seek guidance in acquiring information on HIV/AIDS related issues.

Deliver superior client service in a friendly hospitable environment, where the employees aspire to fulfill the client's needs and requirement to the best of their ability.

BISHWAS is positioned in a way to provide not only functional satisfaction which includes HIV/STI testing, VCT services, information in form of brochures magazines etc, but providing our client with **additional emotional satisfaction**. This is based on client service. This can be reached with the help of suitable understanding of the needs, wants and temperaments of our target audience. Another manner which reinforces emotional satisfaction is through establishing personal relations with the clients, by making them feel welcomed, and comfortable.

Through BISHWAS we aim at creating a minimum standard of services mainly client care and site standards for all outreach activities, DICs as well as clinical sites to adhere too.

Goal

The goal of BISHWAS is to build **association, attachment and involvement** of clients with the brand, along with **brand recognition** and recall through the provision of high quality services. Keeping in mind the concept of BISHWAS is to create a non-stigmatizing brand of MARPs focused HIV/AIDS; this implies the brand is recognized by only the target audience and not necessarily the general public.

In order to implement the basic concept of BISHWAS there are five strategic goals that have been formulated to help increase the flow in specifically DIC as well as clinical and outreach activities. The goals are further followed by implementing strategies, which will insure the fulfillment of the specific goals. The five goals are as following.

Five Strategic Goals

The strategic plan identifies core goals and initiatives that will align our future activities ensuring implementation of our mission and achievement of our vision. Constant monitoring of the plan and adequate feed back is vital in ensuring the implementation of the strategy to promote BISHWAS.

To carry out the mission and vision statement BISHWAS will actively pursue a set of **five strategic goals** aligned with the elements of its mission.

Goal # 1: To provide high quality, easily accessible client service to clients

Goal # 2: To increase demand and utilization of services

Goal # 3: To maintain a universal set up and environment for all service sites

Goal # 4: To establish brand recognition

Goal # 5: Provide adequate and accurate public health information

Strategic Goal # 1: To provide high quality, easily accessible client service to clients

Strategic Initiative:
Provide high quality personalized attention to the need of each client.

Desired outcome:

- Clients first impression is positive
- Client perceives the service as welcoming and comforting
- Client satisfies with the DIC services

Basic Guidelines to be followed in order to get a positive attitude from the clients

1. **Style of greeting**: Greet clients with a warm smile followed by a *namaste*, good morning/afternoon or in local custom. Ask them to have seat.
2. **Commit to quality service**: Create a positive environment by asking the clients how you may help them
3. **Be attentive to their needs**: Listen to your clients queries and answer to the best of you ability. If you are not informed about the problem don't leave client in limbo, follow through, and lead them to someone who can help or inform them that you will find the information and provide them on (dates).
4. **Treat people with courtesy and respect**: Do not under any circumstances use derogatory terms and loud tone while interacting with client. Treat the client with respect, and conduct yourself in a pleasant, helpful tone and manner.
5. **Maintain clean environment**: Make sure the area around you is clean and clutter free.
6. **Be accessible and approachable**: Make sure you are available and approachable for the client. If you need to step aside ask someone to step in for you. Schedule appointments keeping availability in mind.
7. **Respond with speed**: Answer phone within 4 rings, return messages within 24 hrs. Never tell a client to come back another day, tend to his/her needs immediately.
8. **Go above client's expectation**: Create a reasonable set of expectations and go out of your way to overcome them. Delivering your promise to a client is of key importance to gain their trust.
9. **Client is always right**: Never argue with the client, concentrate on how to fix the situation.
10. **Compassion**: Demonstrate caring and empathy. It may be the 100th time you have heard the question but it is the first time this customer is asking it of you.
11. **Consistency:** Provide the same level of professionalism to every client.
12. **Composure:** Remain calm, receptive, and responsive when under pressure.
13. **Request for their return**: Make the client feel important. Let them know that you would appreciate their return.

Strategic Goal # 2: To increase demand and utilization of services

Strategic Initiative:
Engage clients in activities of interest which would prompt them to return to use the facilities as well as spread the message.

Desired outcome

- Clients see the DIC as a desirable and safer place to spend their time, to get quality services or to get adequate and accurate information.
- Increase in the flow of clients in points of service (DIC and IHS sites) on a everyday basis
- Establish a feeling of community within the DIC

In order to increase demand and utilization of services, it is vital to include engaging activities which will be enjoyed and appreciated by the clients. With consultation with clients prepare and display monthly activity plan for DIC activities that help build a deep rooted association with the centers.

1. **Paint with me:** Develop an easy to create branding strip which includes the BISHWAS logo along with five other images that reinforce the image of trust. Encourage the clients to work creatively on them, for instance cut, paste and color the images. Provide them with paper, crayons and other necessary equipments required for the activity and get them involved in creating the branding strip. Later have them put up the branding strip in the center. This activity will help them build an emotional association with the brand.

2. **Client Generated Content:** Encourage clients to involve in DIC activities through creative activities such as publishing wall magazine with news, views, poems, songs, articles, case study, success story, art work and paintings. Organize fortnightly/monthly contest on client generated content.

3. **Movie Mania**: View commercial movies once a week. Make it a social event where they can come with family and friends. Inform them well ahead of time about the dates and time of the movie viewing so they can inform people. Before and in the meantime of the movie viewing give a short presentation on services available as well as HIV/AIDS, STI, condom, sexual and reproductive health and other topics. Refer to list of topics in number 6.

4. **Provide board games**: Make sure the centers are equipped with games for the client's entertainment; these activities will encourage client interaction which will build a relationship and bond with them. This activity will facilitate building a sense of community environment.

5. **Story telling**: Make available story books, case studies (refer to the PE manual, Stigma toolkit) and comics (photo novella) and encourage the clients who know how to read out aloud to other peers. This again is an activity which engages people to come together and get familiar and comfortable.

6. Group discussions/Topic Talk: Provide a topic. Encourage group discussion. People tend to retain information faster and for a longer period of time if it is told to them in form of a conversation rather than lecture. Invite expert for topic talk and practical demonstration
Suggested topics for discussion are, but not limited to, as follows:

- HIV/AIDS, STI and Condom (prevention, care, support and treatment)
- Reproductive and sexual health,
- Beauty, personal hygiene, wellness including yoga and mediation
- Cooking/baking,
- First aid,
- Home based care of minor illness,
- Literacy class,
- Creative artwork/painting/knitting and weaving
- Fashion design/show
- Life skills (positive thinking, problem solving, decision making, negotiation skills)
- Performance arts (dance, singing)

7. Formation of DIC Club: Form DIC clubs and distribute memberships to MARP. Membership is required to participate in DIC activities and use services and facilities. Establish and operate saving and credits scheme among DIC club members.

8. Formation and mobilization of DIC management committee: Form and mobilize DIC management committee consisting representatives of MARP to involve them in planning, implementation, monitoring and evaluation of DIC activities. Keep suggestion box to collect feedback.

9. Reward the first DIC visitor of the month, frequent DIC visitors and three individuals who bring highest number of peers.

10. Organize inter DIC (inter and intra IAs) contest on creativity, quality, number of DIC visitors and other topics.

11. Prepare monthly schedule of DIC activities with regular and special activities. See appendix 1 for sample plan for DIC activities

Note: If any activity from the above mentioned list (1-6) conducted along with discussion or review of HIV/AIDS, STI and condom related topic, then reporting can be done as participation on DIC activity.

Strategic Goal # 3: To maintain a universal set up and environment for all service sites

Strategic Initiative:
To create a uniform environment for all DICs and service sites under the BISHWAS umbrella, this will facilitate clients to relate to all centers.

Desired outcome:

- Maintain certain procedural standards universal to all centers in order to get similar service. Client service guidelines, cleanliness practices, availability and placement of BISHWAS signboard and branding strip, posters, brochures and books etc.

Given the varied locations in which centers are set up and depending on the facilities they are provided with. Our main goal is to try to build similarities within the centers. In order to do so certain guidelines[1] have to be formulated for all centers to follow in order to promote a common look.

1. **Deliver basic necessities**: Make available basic facilities like drinking water, clean lavatory and rest areas. Make spending time in the centers comfortable and desirable.

2. **Maintain clean environment:** Yet again introduce the concept of keeping ones surrounding clean. Any unnecessary papers, posters, books and any other object which is not contributing to the center should be removed from location.

3. **Maintain consistency** of minimum set up of all DIC and service sites throughout the ASHA Project. Display standard signboard with BISHWAS logo and branding strip in and outside the DIC and service sites.

3.1) Minimum Requirement for a DIC
a) Room/space: 2 rooms (1 large adequate for 10-15 people at a time and 1 small)

b) Materials/equipments

- Mirror with message
- Scale
- Scissor (small)
- Nail cutter
- Carom board with message
- Minimum package for beauty (comb, nail polish, fairness cream, bindi, perfume)
- Minimum package for cleanliness: soap, shampoo, towel
- Water filter, mug and glasses

[1] See Appendix 2 (Displaying Brand Elements…)

- IEC materials including games, dildo, AV (published by FHI and others)
- Condoms (male and female if available)
- Condom box (dispenser and display rack)
- First aid box
- TV, VCD/DVD
- Table, chairs, cupboard/rack
- Cushions
- Flooring and furnishings (carpet, doormat, curtain, wall clock)
- National and local daily newspaper (Nepali)
- Books and magazines (health, occupational safety, beauty, cooking, baking, arts and crafts, map of Nepal)
- White board, push pin board
- Suggestion box
- Stationery (markers, ballpoint pens, note books, news prints, meta cards, glue sticks, masking tapes, push pins)
- IEC display board
- Recording and reporting book
- Waste paper/dust bin
- Fan/heater
- Electric water boiler
- Tea/sarbat as appropriate
- Games for children (children's corner) as appropriate

b) Staffing[2] and Operational hours:

- The DIC operator should be SLC passed; priority should be given to MARP.
- The DIC and/or other sites should be staffed by trained employee at all operational hours.
- The operator/s should take the initiative to plan and organize regular and special activities of educational events as well as entertainment events.
- The operator/s should make him/herself available and easily accessible to clients.
- The receptionist/operator (for establishments that don't have receptionist) should be in charge of updating the display board and informing clients about planned activities date, time, venue etc.
- DIC operators and all staffs should be suitably trained for their jobs (HIV/AIDS, outreach education and communication, BISHWAS branding, IEC including TV, VCD player use and first aid)
- DIC operator should be friendly, welcoming, patience, caring, trustworthy, non-judgmental and able to respect DIC visitors and maintain confidentiality.

[2] See Appendix 3 (Guideline for Staff)

Strategic Goal # 4: To establish brand recognition

Strategic Initiative:
The process of recognition and evoking perception is a core component of branding.

Desired outcome:

- Through repeated contact with the logo develop instant brand recognition.
- Target audience should perceive the logo as providing a safe, secure and welcoming place where quality service is provided.
- Logo should create emotional attachment, feeling of involvement and sense of higher quality.

Keeping in mind BISHWAS is a concept rather than a tangible product, communicating the essence of the brand is very important. Perception of the brand depends on the services provided. Explanation of the concept of BISHWAS in the initial stage is also important.

1. **Visibility of logo**[3]: The logo should be placed in places where it has high levels of visibility. It should be given a prominent place in the DIC, and also visible on all relevant publications such as IEC materials, documents and PowerPoint slides.

2. **Perception of brand**: The message of availability of quality service at a personal level, and easy access to reliable, dependable information in a friendly and secure environment should be emphasized.

3. **Inform but not over inform**: Spreading the word about BISHWAS is good but we don't want to over inform and exhaust our clients in the beginning. The flow of information about when and how to break the audience into the concept of BISHWAS should be tackled in the training stage.

[3] See appendix 1 (Displaying Brand elements and other informative posters)

Strategic Goal # 5: Provide adequate and accurate public health information

Strategic Initiative:
Provide client with adequate and accurate information about cause, prevention, and spread of HIV and STI and answer all their queries promptly and to the best of one's ability.

Desired outcome:

- Spread the correct knowledge of HIV/AIDS, STI, condom, sexual and reproductive healtd and available services
- Improved health seeking behaviors (regular testing and follow up for STI and HIV)
- Increased consistent and correct use of condoms

The last goal to accomplish is the most important; we have to make a conscious effort that adequate information is provided to clients visiting the DIC.

- **Adequate and accurate information**: The staff at the various DIC have to make certain that they provide clients with adequate and accurate information, through IEC materials, interactions, games and activities mentioned above.

- **Follow through**: It is the responsibility of the staff working at the service sites to ask questions and discuss various topics with client.

- **Eliminate doubts**: The staff has to build proper rapport with clients so they feel comfortable to approach them with whatever questions and problems they face.

The outreach activities, DICs as well as clinical sites are key factors for our success in attracting and retaining our target groups. These are points where opportunities exist to introduce our services, educate and offer them treatment and care as needed. Therefore each point of contact should be where they feel safe, secure and welcome.

In order to ensure proper implementation of the strategy, monitoring and feedback is of great importance. Every center should promote clients feedback and a standard procedures for monitoring the administration of the centers should be put into place. It is each staff's responsibility to ensure standards are met and exceeded. But it is especially the supervisors and especially the senior management of the organization who have to take it upon themselves to oversee see the maintenance of quality standards.

At the heart of BISHWAS lies client service, in order to make BISHWAS a part of the establishment it is exceptionally important to implement certain client service concepts.

Client Service Guidelines[4]:

1. **Inform Client what we offer:** The key is to communicate with client, very often the clients are not aware of the services that an establishment offers. In order to make maximum use of our services the clients have to be well informed, the information is all about clearly explaining what you offer. The information we provide to our client should be

   a. Easy for clients to understand using simple language

   b. Readily available to clients

   c. Tailored to clients requirements

   d. Accurate up-to-date and concise in conveying details about the scope of services provided.

   Information becomes especially critical for services. It is often more difficult to communicate intangible offers clearly. **Experience has shown services are easier to misunderstand than products.** For services, the information itself becomes the only tangible or real element and therefore is essential to get right.

2. **Face-to-face personal service:** It is our duty to help client meet their needs. Treat clients with courtesy and respect. Majority of our staff at one point or the other will have face-to-face contact with our clients. It is our responsibility to make that experience of theirs a good experience.

   a. First contact, first impression are crucial, mostly the attitude towards our organization is based on the first contact. It is our duty to make a good first impression

   b. Dealing with client, BISHWAS means trust, in order for our clients to trust us we have to be close to them, a friend to them. Personal communication skills are a must, **staff should be friendly and attentive to clients**.

REMEMBER, we are here to help the client meet their needs.

3. **Provide quick adequate service:** Make the experience for your client memorable but remember there are others waiting for the same services.

4. **Making it easy for clients:** Provide needed information to client. **ASK, INTERACT with them.**

   a. Client wants some service therefore they are in our establishment, so it is in our best interest to make it as easy as possible for them to receive the service.

   b. Another option, we can not take for granted we are the only organization working for our clients. If they think we are hard to access they will simply go somewhere

[4] See Appendix 4 (Service Quality Checklist)

else to avoid the hassle.

c. They need to know how and where to get our services, having confidence that the service will be up to mark to their expectations and will be accessible as quickly as possible.

d. Sometimes when there are unavoidable delays, while not happy, generally accept it provided you **inform them of the delay ahead of time and keep them up to date on the progress**.

e. Be clear and easy to understand, with **no technical jargon, codes or abbreviations** remember your client does not understand them. If these must be used do not forget to explain it to them.

5. **Managing records:** All records, log books should be up to date and well recorded. This is our source of information and method of collecting data. All establishments should ensure proper use of the data input in keeping records.

   a. Make sure all necessary information is included that is relevant and required in the books.

   b. Make sure it is up to date and accurate.

   c. If documents and records are of confidential nature make sure they are stored in places which are not accessible by everyone and keys fall in the right hands.

6. **Handle Complaints:** Our clients' concerns are our concerns, don't overlook them. Lend an ear to them, sometimes they may be unreasonable, but it's our duty to make our clients feel they are our top priority, because they are. Their suggestions and feedback matters. **Research has shown that in some cases you can regain, maintain or increase client satisfaction by handling complaints extremely well.** However, emphasis should still be placed on **getting things right the first time**.

   a. When faced by a complaint from a client clearly demonstrate to client you understand the problem

   b. Advise them what they should do next, if it's just a general complaint, apologize and assure them it won't happen again. Take responsibility.

   c. However small the complaint show concern for the client's complaint and demonstrate a sense of urgency.

   d. Sometimes more than the complaint it is how best to handle the client, not just focusing on the specific problem or complaint.

   e. Make sure to follow up after the problem and record the problem. This provides a valuable source of information on things causing problems for clients.

7. **Managing Service Culture:** Good service can only occur where the management culture brings together a service environment that integrates the staff with processes, systems and policies that are focused on servicing the client. Having a client focused attitude is important, but it is only converted to service when someone actually does something for clients.

In order to provide high quality client service it is very important to get a good understanding of our target audience. By studying our target audience in depth we can make an attempt to relate to their psychological as well as physiological needs. Concentrating on fulfilling their needs will help BISHWAS attach itself in the minds and hearts of our target audience.

Target Audience

In order to promote products, services and behaviors to the client the first step is in understanding the client's perspective. Our products and services being Client Service the quality we provide is more intangible. It is a cluster of emotions, feeling of being cared for, respected, and most importantly treated without judgment. In order to meet the following needs of the clients we begin by getting to know our target audience, who they are, why they act the way they do, where their interests lie, what motivates them, what are their demands and aspirations, as well as barriers and obstacles they face in their lives.

First step is identifying our target audience; our target audience mainly consists of various sub-group of the population at high risk of contracting HIV. These sub-groups include: Female Sex Workers their clients, Labor Migrants, their spouses, Injecting Drug Users, Men having Sex with Men.

Understanding our audience is crucial and in doing so understanding providing easy access to services is key in the uptake of services.

Location

Location is at times as important as the product. Without adequate location one is starting from a negative position. There is no substitution for good location, however persuasive one might be you can not persuade an individual to go out of their way to come to do something that they don't necessarily need to do. There are a variety of businesses and for some location may not be as important but for service providers it is very important. Keeping that in mind we have to set up our establishments around our target audience reach. We have to go to our clients and not expect them to come up to us.

Accessibility

This factor varies with business; however it is of prime importance to us. Since the concept of a DIC is for our clients to come visit anytime, it is important to be easily accessible to target client base. If the DIC and Clinical sites are located in areas where the target audience would not visit generally we are fighting a losing battle to try to get their attention.

We have to make sure establishments are located in areas where it is easy for target audience to access. Set up in areas where we get easy access to walk in clients. Besides location, operational hours as well as staffing quality also affects the access to services. The DIC also must be socio-

culturally and emotionally accessible to the clients. As our main targeted clients are MARPs (FSWs, clients of FSWs and PLHA), DIC should be located in the community where MARP are not stigmatized. To increase the community acceptance and decrease stigma, community events can be organized in collaboration with the community.

Conclusion:

The main aim of BISHWAS is a branding concept to create a non-stigmatizing brand of MARPs-focused HIV/AIDS and Public health related high quality services (Client Service.) The goal of BISHWAS is to create a minimum standard of services focused on client care and site standards to adhere too. This will help build consistency not only in appearance but also in services.

BISHWAS in other words TRUST is centered on building confidence in our clients that the logo represents Reliable, Dependable, Friendly, Secure and a Comfortable environment at each points of contact.

The main message of the brand stands for providing client service at the highest level. Through understanding the general demographics of our target audience BISHWAS aims at gaining a better understanding of them and working for and around their needs. The general idea of client service focuses on the concept that we are not providing our target audience (MARPs) services, but instead they are providing us with an opportunity to serve them.

Appendix 1: Sample plan for DIC Activities

Name of IA: **Location of DIC:**
Month: **Year:**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 Regular activities	**2** Paint with me DIC management committee meeting Reward first visitor of the month and frequent visitors of the month	**3** Client generated content Publish monthly wall magazine	**4** Topic talk	**5** Regular activities	**6** Movie Mania	**7** Holiday
8 Topic talk Intra DIC competition (monthly) Inter-organization (Quarterly)	**9** Regular activities	**10** Regular activities	**11** Topic talk	**12** Regular activities	**13** Movie Mania	**14** Holiday
15 Topic talk	**16** Paint with me	**17** Client generated content	**18** Topic talk	**19** Regular activities	**20** Movie Mania	**21** Holiday
22 Topic talk	**23** Regular activities	**24** Regular activities	**25** Topic talk	**26** Regular activities	**27** Movie Mania	**28** Holiday
29 Topic talk	**30** Paint with me					

Appendix 2: Displaying Brand elements and other informative posters

DIC or IHS site or Office signboard with Bishwas logo and strip (To be displayed made of any material. See Figure 7 for DIC or IHS site of Office signboard with BISHAWS Logo and branding strip	The signboard should be rectangle (4 ft x 2.5 ft). It can be cost-efficient materials such as tin and/or flex printing is recommended. Wood is not recommended. The Bishwas logo should be painted on the board. The board should be displayed outside the service center. Depending on the location of the service center, the board should be placed just outside the main entrance (always on the right facing the door/gate), visible from both sides. If the building in inside a compound the board should be displayed outside the compound (by the main gate). The Bishwas board should be placed 90 degrees perpendicular to the wall (by the main door or gate) so that the board is visible from both sides of the street. The board should be placed at the height of 6 feet from the floor.
Brand strip (will be provided) See Figure 8 for BISHWAS Branding Strip	Should be placed on the wall height 1 ft. from the ceiling (will be provided) in the main drop in area of DICs and reception/waiting area of clinics. The strip should be used in all IEC materials, publication and PowerPoint presentation slides. The strip should be placed on upper left corner of the IEC materials, publications, documents and PowerPoint slides
Standard posters/notice	Should hang at height 6 ft. from the floor. Avoid clutter of posters on wall, if the wall is more than 10 ft it can hold two posters, but if less than only one poster/picture in the center.

Figure 7: DIC Board with BISHWAS Logo and branding strip

Figure 8: BISHWAS Branding Strip

Appendix 3: Guidelines for staff:

Clinical Staff:

- Introduce self and greet clients with respect
- Start session on time
- Introduce yourself to the client
- Explain purpose of session
- Assure client of confidentiality
- Encourage active participation of client
- Use language and terms that client can understand
- Encourage client to ask questions
- Answer clients question
- Show clients where to obtain educational materials
- Refer or guide clients to other areas as appropriate
- Do not argue with the client
- Make sure you are presentable and the site (DIC or clinical site) is clean and tidy
- Represent yourself in an appropriate manner at all times (well groomed, use a polite friendly tone when addressing clients) remember you are the first person the client comes in contact with it's your responsibility to build a good first impression.
- Make it a point to say good bye to the client when on their way out, ask them to visit again.

Non-Clinical Staff:

- Introduce self and greet clients with respect
- Be sure to inform the client about all the facilities offered by the establishment
- Do not argue with the client
- Make sure you are presentable and the site (DIC or clinical site) is clean and tidy
- Represent yourself in an appropriate manner at all times (well groomed, use a polite friendly tone when addressing clients) remember you are the first person the client comes in contact with it's your responsibility to build a good first impression.
- Make it a point to say good bye to the client when on their way out, ask them to visit again.

Appendix 4: Service Quality Checklist

Criteria and Indicators	Method	Score				Observations/rationale for score
1. DIC was located in accessible and appropriate location to the MARP	O	NA	0	1	2	
2. Service areas are easy for clients to find and access, DIC opening hours is appropriate for the clients and DIC opens on time.	MI/SI/EI	NA	0	1	2	
3. DIC signboard with BISHWAS logo and branding strip and IEC materials are displayed appropriately.	O	NA	0	1	2	
4. Staff are fully trained, competent and available to deal with clients in a responsive manner.	MI/SI/O	NA	0	1	2	
5. Clients are greeted with a warm style followed by a good morning/afternoon or Namaste or in local custom	O/EI	NA	0	1	2	
6. Monthly DIC activity plan is prepared and displayed	O	NA	0	1	2	
7. DIC is equipped with minimum set up criteria and requirement (IEC materials including AV materials and condoms were available)	O	NA	0	1	2	
8. Appropriate IEC materials were displayed appropriately	O	NA	0	1	2	
9. Information provided is accurate, clear, concise and up-to-date in conveying details about the scope of the services provided.	SI/O/EI	NA	0	1	2	
10. Clients are dealt with promptly and fairly through suitable queuing arrangements.	MI/SI/O/EI	NA	0	1	2	
11. Waiting clients are acknowledged while still giving priority to the client being dealt with.	SI/O/EI	NA	0	1	2	
12. Staff personalize their dealings with the client by introducing themselves and by using (if appropriate) the client's name	SI/O/EI	NA	0	1	2	
13. DIC rooms, toilets and premises were neat	SI/O/EI	NA	0	1	2	

, clean and clutter free						
14. Staff are tidy and are dressed appropriately.	SI/O	NA	0	1	2	
15. Genuinely friendly and courteous manner is used in providing services.	O/EI	NA	0	1	2	
16. Attentive interest is shown to the client, through asking questions and listening to their requirements. (Don't be too attentive or pushy though, as clients may get annoyed).	SI/O/EI	NA	0	1	2	
17. Staff are fully knowledgeable about all services available.	SI/O/EI	NA	0	1	2	
18. Dealings with clients are ended by saying good bye and asking them to visit again.	SI/EI	NA	0	1	2	
19. Daily DIC log sheet and other recording and reporting formats are up to date.	SI/O	NA	0	1	2	
20. Unnecessary or irrelevant information or information already in the records are not asked from the client (unless the information is needed for verification).	SI/O/EI	NA	0	1	2	
21. When using records, ensure the client that all information remains confidential and protects the client's privacy.	SI/O/EI	NA	0	1	2	
22. Simple, understandable language with no technical jargon, codes or abbreviations is used.	SI/EI	NA	0	1	2	
23. Irrespective of who the client contacts in your business, all staff know how best to handle the problem or point the client in the right direction.	SI/O/EI	NA	0	1	2	
24. The client is treated with genuine empathy, courtesy, patience, honesty and fairness at all times.	SI/O/EI	NA	0	1	2	
25. When faced with a complaint from a client, staff listens to understand the issue to resolve it and do not jump to conclusions or become defensive.	SI/O/EI	NA	0	1	2	
26. Records of problems and complaints are kept and analyzed for resolution.	MI/SI/O	NA	0	1	2	

27. All systems, rules, facilities and staff actively provide for excellent client service delivery.	SI/O/EI	NA	0	1	2	
28. Input / feedback is obtained from beneficiary groups periodically to ensure that services are accessible and acceptable. These types of inputs / feedbacks are used to improve the services.	SI/O	NA	0	1	2	
29. Suggestion box is kept to collect suggestions/feedback	O	NA	0	1	2	
30. DIC Operator explained the meaning of 5 petals of BISHWAS logo (Reliable, Dependable, Friendly, Secure and Comfortable) to highlight the quality of services available from DIC/IHS site	SI/O/EI	NA	0	1	2	
31. DIC log sheet, summary sheet and other records were stored in a secure filing cabinet and only specifically designated staff have access to this	MI/SI/O	NA	0	1	2	
32. During hours of operation, files are not left in areas where clients and non-authorized staff members can readily access these.	MI/SI/O	NA	0	1	2	

Legend:

MI=Management Interview, SI=Staff Interview, O=Observation, EI=Exit Interview

NA=Not Applicable, 0=No, 1=Yes Partially, 2=Yes

Quality Service | Reliability | Dependable | Friendly | Secure | Comfortable

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ASHA Advancing Surveillance, Policies, Prevention, Care and Support to Fight HIV/AIDS