



CUSTOMER VALUE LEADERSHIP



Best Practices Criteria for World-Class Performance



Business Impact

- Financial Performance*
- Customer Acquisition*
- Operational Efficiency*
- Growth Potential*
- Human Capital*



Customer Impact

- Price/Performance Value*
- Customer Purchase Experience*
- Customer Ownership Experience*
- Customer Service Experience*
- Brand Equity*

The company demonstrates a strong overall performance



The Malaysia Customer Value Leadership Award in the hospital industry is awarded to Gleneagles Hospital Kuala Lumpur.

The hospital is renowned for its exceptional customer service and its commitment to enhancing patient engagement. This process is driven by the utilization of digital technology to optimize workflow, minimize patient waiting times, and equipping healthcare professionals with the necessary skills to meet the evolving needs of patients. These efforts have enabled the hospital to establish a robust brand equity within the healthcare community.

- Bhaskar Vittal, Industry Principal



Best Practices Award Recognition

Best Practices Awards recognize companies demonstrating outstanding achievement and superior performance. The Customer Value Leadership Award recognizes the company that offers products or services customers find superior for the overall price, performance, and quality.

In the half-century since its founding, Frost & Sullivan has become a widely recognized leader in the growth consulting industry - A Global Growth Partnership Company.