**SPN/MSI Nepal 2013 Client Exit Interview Report**

**Assessing client satisfaction & perception of quality with services received from Marie Stopes Centres**

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**Background**

Whilst our MIS data gives us some basic information about the clients we serve, the information we collect does not give a detailed client profile. During a series of exit interviews we collected various socio-demographic data, details of what services our clients were receiving that day, our clients’ satisfaction with different aspects of our services, and information on media and mobile phone usage.

**Methods**

The study was conducted between 3rd and 25th of January 2013. In this phase, the survey was conducted only in the static centres of SPN/MSI Nepal. A stratified cluster sample was used. Out of 52, 25 centres were randomly selected (the recommendation was between 20-30 centres in the protocol). Out of which, 403 clients were interviewed based on the client flow proportion at the centres. The target population of this survey was the clients who received family planning, safe abortion and post abortion care services. We used the standard Marie Stopes International tool (both questionnaire and data analysis programme) in the survey. Before the data was collected, the enumerators were put through two days of induction training to get them oriented on the questionnaire, target clients and sampling procedures. The enumerators were directly supervised by RME team to check the completeness and errors in completing the questionnaire. Similarly the data entry person (DEP) was oriented on the data entry software and the coding for the questionnaires. After the data was entered, the errors and missing were checked in Epi-Info programme by double data entry. Any errors identified in the process were verified with the source document (hard copy of the completed questionnaire). Finally, the data was checked for the completeness and accuracy after it was transferred into SPSS.

**Results**

Clients travelled 45 minutes on an average by public transportation to reach centers. Nearly half (46.2%) clients used radio and 68.0% television in the past two weeks. More than half of the clients were referred by someone who had received the services from Marie Stopes Centers in the past. One out of two (22.6%) clients switched from a short-term to a long-term method of family planning. More than one-third (35.7%) clients had received MSP followed by MSMP (18.4%) and female sterilization (18.1%). Half (50%) of the clients did not use family planning in the previous 3 months. Almost all (100%) clients reported they would recommend the Marie Stopes International facility to a friend and almost all of them mentioned that they would return for another service in future. About 85% were satisfied/very satisfied with their overall experience at a Marie Stopes International (MSI) facility.

**Conclusions**

Post abortion family planning services need to be emphasized. Program has reached to the poor but not to the poorest, thus strategies to reach to underserved population need to be developed. Innovative marketing strategy focusing on BCC activities should be identified. Services should be offered through outreach camps more frequently. Marketing strategy needs to be robust and the intervention should focus on BCC. Eleven percent women used MSCs services because their husband asked the wives to do so. Marketing strategy should include how to reach to the husbands as well.

**Keywords:** client satisfaction; Maries Stopes centers; perception; quality; services.