ABSTRACT
This study provides an attempt of integrating the concept of Customer Relationship Management of a hospital with a new potent management tool, balanced score card commonly used by the top management to overcome various challenges in the ever changing environment can be applied even in the healthcare industry. The objective of the study was to evaluate the internal perspective and customer perspective of a multispecialty hospital, which is the two most important perspectives of the balanced score card in relation to the customer relationship management. The study is confined to the descriptive design of the front office department of a multispecialty hospital in which both the primary data and secondary data was collected through population survey technique and non-probability convenient sampling for employees and patients respectively. The data has been analyzed through Percentage analysis, weighted average and Pearson’s coefficient correlation method to determine the outcomes of a multispecialty hospital relation to the front office department.

KEY WORDS: Balance score card, Customer prospective, Customer Relationship Management, Internal hospital prospective and Service quality.