

### THE IMPORTANCE AND ITS COST OF QUEUE INFORMATION IN THE FIELD OF STOMATOLOGY.

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**Annotatsiya.** Ushbu maqola stomatologiya sohasida mijozlar navbatini axborotlashtirishning ahamiyati va uning dolzabligi haqida. Stomatologiya markazlarida mijozlar navbatini axborotlashtirish markazning boshqaruv ishlarini yengillashtirish, mijozlar bilan tez va samarali aloqa qilishni ta'minlash, shifokori va mijozning vaqtini tejash, to'lov masalalarini qulay hal qilish, mijozlarning yaxshi shifokor tanlash imkoniyati hamda markazning effektiv va mijozlarga sifatli xizmatlarni taqdim qilish imkoniyatini berishi o'rganilgan.

**Kalit so'zlar.** Stomatologiya markazlari, navbat, mijozlar, axborotlashtirish, to'lovlar, aloqa, xizmat ko'rsatish.

**Annotation.** This article is about the importance and importance of customer queue information in the field of dentistry. Information about the queue of customers in stomatological centers eases the administrative work of the center, ensures quick and effective communication with customers, saves the time of the doctor and the customer, conveniently solves payment issues, allows customers to choose a good doctor, and the effective and efficient operation of the center. has been studied to provide quality services to customers.

**Keywords.** Stomatology centers, queue, customers, information, payments, communication, service.

**Аннотация.** Данная статья посвящена важности и значимости информации об очереди клиентов в сфере стоматологии. Информация об очереди клиентов в стоматологических центрах облегчает административную работу центра, обеспечивает быструю и эффективную связь с клиентами, экономит время врача и клиента, удобно решает вопросы оплаты, позволяет клиентам выбрать хорошего врача и Проработана эффективная и результативная работа центра для предоставления качественных услуг клиентам.

**Ключевые слова.** Стоматологические центры, очередь, клиенты, информация, платежи, связь, обслуживание.

Recently, the rapid development of information and communication technologies (ICT) has led to the emergence of a new concept "Digital Economy" in the global economy. The process of digitalization, which is rapidly entering human life, brings a number of conveniences and creates the most convenient opportunities for manufacturers, entrepreneurs and companies operating in the business sector to obtain maximum profits and sell their goods and services at lower costs. This allowed the consumer to buy things and use services in a short time, from the right place, quickly and conveniently.

In today's digital age, dentists are increasingly turning to on-site automation to streamline their workflows, improve patient interactions, and expand their practices. By leveraging the power of automation, dentists can effectively reach target audiences, send personalized messages, and develop relationships with patients.

Nowadays, people are trying to find an easy and convenient solution to any process through the internet or online. The field of dentistry is becoming one of these processes. Because it is not always easy to find a good doctor in the field of dentistry and use the services of a dentist at a good and affordable price. Thus, the need to automate such processes is growing every day. Now in the field of dentistry, doctors have begun to treat patients as clients. Thus, the field of dentistry also becomes a business.

The economic and social significance of automating the scheduling of client appointments in dentistry is great. When the client intake process is automated, it increases the efficiency and resources of dental assistants and other staff. Such systems improve employees' free and busy time, communication between employees and clients, and the exchange of information between employees and clients. This helps to effectively manage the dental workflow, reduces labor costs and labor reserves. With the help of information systems, clients will be able to choose a convenient time for themselves, make appointments with doctors, communicate with doctors and service providers online, and choose services. This allows clients to easily choose services and use their time efficiently.

The goal and objectives of "Automation of the schedule of client appointments in dentistry" is the creation and implementation of automatic processes for the systematic and effective management of appointments in dentistry. This is a way to improve the work processes of a dental clinic, create convenience for clients and employees, and ensure management through the efficient use of time and resources. Automation of the client reception process in dentistry is aimed at establishing the basic methods for automatically managing reception processes. In this case, clients are given the opportunity to choose an appointment time online or by phone.

With the help of an automation system, customer information (such as name, age, phone number, transfer requirements, pre-introduction, treatment status, payments) can be collected, stored and managed. It helps to collect data, understand, process and track customer interpretations during the customer service process.

The automation system helps manage reception staff and related resources (dentists, assistants, equipment, service areas), their employment and working hours. This makes it possible to optimize work plans in the reception area, analyze the work area and carry out systematic work.

Registration of clients. At the same time, a registration form must be created for clients applying to dentistry. At the same time, basic information about clients is collected (first name, last name, age, phone number, treatment status). This information is stored in a database. During a visit to clients, they can independently fill out their personal data or have the opportunity to receive information through an automation system.

Establishing the operating hours of the reception desk. In this process, it is recommended to seat customers according to manual information collected during front desk hours. Based on manual information collected from clients, times can be set that are compatible with which dentist or staff is working with in the emergency room. It is necessary to create a procedure for determining the working hours in the reception area.

Communicate the time to clients. In this process, it is necessary to communicate with clients about work schedules. There are several ways to communicate the time to clients. This method allows customer-related messages to be delivered easily and quickly.

Phone calls. Clients can be notified of the time by telephone. This method quickly gets the customer's attention, but requires the customer to answer the call and confirm that the message was delivered.

SMS messages. It is also a simple and effective way to inform customers about the time via SMS messages. SMS messages are sent to customers' phone numbers and changes or additional information are added to attract their attention.

Email messages. Emails can be sent to customers if they have provided their email address. Clients may be notified by email of operating hours, changes, scheduled procedures, recommendations and additional information.

Automatic reminders. It's also helpful to let customers know the time through automatic reminders. These automated systems send reminders to clients regarding appointment times, changes, and procedures. This method helps keep customers informed and ensures they arrive at the front desk on time.

Social media. Customers can also be informed about reception opening hours on social media. Changes in customer service, lobby news, and additional information can be communicated through such platforms.

Customer service management requirements are important standards for increasing reception efficiency, improving service quality and establishing good customer relationships. In the process of accepting clients and working with them, the following requirements are imposed.

1. Communication skills. Managing a customer service desk requires good communication skills. Front desk staff should communicate openly and friendly, understand their needs and wishes, and establish a good relationship with them.

2. Understanding customers. When working with clients, it is very important to understand their requirements, wishes, problems and risks and offer services that meet their goals. Understanding customers helps improve their comfort and provide them with the best experience.

3. Empathy. Client acceptance requires empathy skills. Empathy helps you understand customers and confront them when they have problems or concerns. This allows you to better support customers, resolve their problems and complaints, and encourage their participation in the project.

4. Organization of the personnel selection process. You need to work with the right system to manage your customer onboarding process. This includes setting up the right system for front desk employees to define tasks, assign tasks, organize interviews, and store customer information.

5. Assessing the quality and efficiency of service. In the process of managing a customer reception service, the requirements for assessing the quality and efficiency of service are also important. Based on customer ratings, opinions and comments, this allows you to evaluate the quality of service at the reception desk, set high quality standards and improve service.

6. Analytical and qualitative improvement. There are also demands for analytics and improved customer experience management. It collects statistics and analyzes information such as number of customers, average wait time, service stops, etc. to analyze front desk performance and improve efficiency.

7. Entrepreneurship and high level of service. Managing customer service requires training and a high level of service. Front desk staff should have a system for providing quality customer service, show interest in every request, and try to resolve all problems and complaints.

8. Use of technology. Technology must be used effectively in the customer onboarding process. It is important to use email, telephone and other means of communication to accurately and quickly identify clients, store information, arrange interviews and communicate with clients.

9. Testimony and discussion. In the process of managing a customer service desk, mutual business discussions need to be held. To improve efficiency and identify new approaches, it is important to discuss, consult and share experiences on indicators, targets and best practice among reception staff.

10. Self-development. Front desk employees must be willing to change and develop. To follow the latest trends in the field and improve reception methods, employees must constantly develop, acquire new knowledge and skills.

These requirements are an important foundation for successful customer service management. By focusing on creating personalized, efficient and friendly customer relationships, front desk associates minimize gaps in providing a unique experience and service to their customers.

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