



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

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*Andijan Machine-Building Institute 4<sup>th</sup> grade student*

***Olimjonova Hilola Rahimjon qizi***

*Andijan Machine-Building Institute senior lecturer,*

***Zulfixarov Ilhom Mahmudovich***

**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.

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. And for the consumer there is an opportunity to provide high-quality service, buy goods and use services in a short time, from the right place, quickly and conveniently. Among other things, the digital economy and automation of many processes have become the most important tasks in our country. In our country, we are expanding opportunities for economic development through the use of information technology and improving the well-being of the population through the automation of complex processes. “On additional measures for the digitalization of the healthcare system” in terms of the active development of information technology in our country, the widespread introduction of modern information and communication technologies in all sectors and industries, especially in the healthcare sector,” a presidential decree was adopted. This solution involves the introduction of advanced digital technologies into the healthcare system, the creation of a digital healthcare platform, the introduction of a complex of databases



of medical institutions at all levels of the sector, the development of software and an electronic platform.

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

In the modern era, people are trying to find a simple and convenient solution to any process through the Internet or online. The field of dentistry is one such process. 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 goal of health care systems is to provide timely, quality, equitable, and efficient services to patients. For patients around the world, excessively long waiting times remain a major concern, rather than indicators of quality of care such as staff behavior and attitude, communication and service environment. This greatly influences a patient's intention to return for appointments or even to refer their family to the facility.

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. Through such systems, the free and busy time of employees, communication between employees and clients, and the exchange of information between employees and clients are popularized. This helps the organization manage workflow efficiently and reduces work costs and work slack.

Automated systems also help streamline customer routing, pickup times, reminders, and payment processes. At the same time, this allows us to ensure high quality and efficiency of customer service through information systems. Customer experience and convenience is a way to improve the quality of services offered to customers by an organization or service provider and create convenience for customers.

These two factors are important for an organization or service provider as it allows them to strengthen relationships with customers, offer them added value and satisfy their needs. It allows customers to select services, book appointments and change services across 12 online platforms. This helps to provide customers with an easy and quick choice of services, a feeling of convenience and friendliness. Allowing clients to choose services at a time that suits them ensures that appointments are scheduled at



times that fit their daily schedule. Provide customers with convenient payment methods such as online payment systems, cards, mobile payments and other options. This simplifies the payment process for customers and avoids inconvenience.

Automated systems store customer data and analyze it to create a database. This analysis and analysis helps the organization learn more about customers, analyze the services requested by customers, and develop interactions. This allows us to improve the organization's services, provide more pleasant offers to customers, and carry out the necessary activities for development. Automated dental systems help an organization grow and become more competitive.

The development and competitiveness of a dental center are ways to improve the quality and activities of the organization, achieve high success and participate in mutual competition with other organizations. The strategic management activities of an organization are concerned with relevance and advanced analysis, strategy and goal setting.

Innovation and technological development is a way for an organization to innovate, develop its activities and use new technologies. Innovation and technological development help make an organization's work easier, more efficient and effective, allow it to develop new services and products, automate work processes and introduce innovations.

This may include organizational development and competitiveness, strategic management, innovation and technological development, people and resources, market analysis and centrality, corporate governance and innovation focus, competitive analysis and collaboration. These factors are important to ensure the successful development of the organization, adequate response to competition and achievement of results in its field.

Therefore, the economic and social significance of automating appointment scheduling in dentistry is enormous. This automation process makes efficient use of employee time, improves customer experience and service quality, improves data analytics, and enables development for 15 organizations. This leads to increased economic efficiency of organizations, development of services and strengthening relationships with clients.

Planning to maintain a schedule for clients who come to the dentist helps ensure a systematic and efficient workflow. This process includes:

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.

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. They are as follows.

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