



ABSTRACT

Though there exist a wide acceptance of strategic importance of integrating the supply chain processes among customers and suppliers, a very low concern is given in integrating the processes across supply chain and the best way of integrating the supply chain processes to optimize the customer service level which will ultimately lead the company or the industry towards success has not been addressed properly.

Healthcare supply chain with a complex network of relationships has increased the focus on implementing process improvements. In Sri Lankan context, the supply chain process integration among the healthcare product suppliers and the key customers of these suppliers who are the purchasers of the products (healthcare service providers) is focused through this study.

This paper investigates the customer satisfaction in process integration across supply chain among customers and suppliers with reference to the healthcare industry in Sri Lanka. Questionnaire survey was developed to measure the customer satisfaction and through further analysis three factors were derived to determine the customer satisfaction. There are consistent evidences to prove that the widest degree of arc of integration with both suppliers and customers have the strongest association with performance improvement and customer satisfaction.

Keywords

- Supply chain management, process integration, customer satisfaction