Case Study Review

Read through the case study regarding call centers as Quest Diagnostics, reflect on the problems encountered by the management team and consider how you would address them. There are multiple ways of addressing problems in management, highlight the strengths and weaknesses of the strategy taken and your recommended strategy. Please write 3 to 5 sentences to answer each question. Please be prepared to discuss the case studies and share your ideas on what the management team with your group during a session with BA Course Teaching staff.

# Review Questions

1. What is the problem that the management team is facing?

Currently, Quest Diagnostics is experiencing a lot of difficulty in its call centers, not being able to handle its calls efficiently. Despite the recruitment of several good and experienced people in the management, this situation continues to be a headache. This would gradually cause the loss of customers and the abandonment in loop of some employees more precisely its representatives in the call centers. To help them to palliate these difficulties, we will see what strategies that we can add, adjusted and make some recommendations to the management of Quest Diagnostics.

1. Who else is affected by the problem?

The problem of poor call center performance affects:

* + Call center supervisors
  + Insurance Companies
  + Regional call center managers.
  + Quest's central management.
  + Patients looking for results.
  + Doctors and medical centers
  + Sales and marketing employees.

1. What are the different ways that the management team could address the problem?
2. What do you consider to be more important, addressing operations or addressing customer value?
3. What additional or critical pieces of information should the management team collect to best address the problem?