**Ayiti Anaytics BOOTCAMP 2021**

**CaseStudyReviewPrompt\_Business\_Analysis Homework**

Quest Diagnostics

**Members:**

Hardiles THERMORIS

Chasnick DESIR

Gothie Regina PASTEUR

**Groupe 6**

# 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

3. What are the different ways that the management team could address the problem?

To solve the call center performance problem, the Quest team chose to focus on getting the next call answered. Without asking themselves if there is a more efficient way. For example, by reducing the number of customer calls.

We think Quest should focus on excessive employee turnover.

Quest should:

* Standardize the information management system, this should allow all supervisors to at least agree on the same answer for the same question.
* Undertake realistic training with new hires, (For example, after a training period divided into two groups, one simulates customers, the other operators).
* Undertake to reduce the frustration level of the recruits by facilitating their integration.
* It may be worthwhile to assign some customer PODS to a specific region of the US for a quarter to evaluate the average performance of the PODS using this method.
* To facilitate the interconnection of client PODS to eliminate the time spent physically moving from one POD to another.
* Finally, it would be necessary to put in place policies that are known to all and flexible enough to evolve over time.

4. What do you consider to be more important, addressing operations or addressing customer value?

The customer is the heart of the company. Satisfying the customer is to ensure the loyalty of this customer and thereby the sustainability of the company. No company can exist without customers, hence the importance of generating a positive perception of value in the customer. All operations should be put in place to address the customer problem in the most economical and profitable way for the company.

5. What additional or critical pieces of information should the management team collect to best address the problem?

The Quest Diagnostic company should:

- Gather information about how its competitor LabCorp operates so that it can identify competitive advantages.

-Conduct an in-depth study of the motivations of departing employees to determine potential reasons for leaving other than salary.

-Investigate the main reasons why the majority of customers like to take their test results by call instead of taking them on Quest's technology platforms.

-Update customer numbers and analyze their last calls to better identify repeat calls for test results.

-Scheduling information sessions for customers to get them interested in and know how to use Quest's technology platforms