

Group 1
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Quest Diagnostics(A): Improving Performance at the Call Centers

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

The problem they face in the business is a lack of performance at the level of the management team and a lack of communication between representatives and customers. On calls, they are unable to get good information and sometime agent don't even come to work so the supervisors have to do the job themselves which are a lot because a lot of customer are calling at the same time

Agents who come to work can't even handle the call to get the information they need in one call and help customers with problems, they can't get it over the phone and when they get it, they can't get the exact information on time.

2) Who else is affected by the problem?

Businessman: It affects the business due to customers not being satisfied with the service and leaving the business. He brought down the company and even lost one of its big alliances.

Customers: This affects customers in the sense that when they call they can't get the information they need on time.

Employees: There is no guarantee that they will stay in their position as they are still recruiting this has caused some kind of demotivation.

Supervisors: they have to do the job themselves, and

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

They need a filter which will qualify people for the nest before they start working, even people who spend more time nesting than expected can't handle the calls.

their constant rotation is not favorable for a company because it is a question of cost, it will affect the finances of the company.

Manage a Staff who manage human resources well

Create conditions for people to want to continue working in the company.

building a team to manage human resources and making arrangements for people to feel comfortable and enjoy the environment in which they work.

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

Both are important as well that they will increase the business quality but addressing customer value is crucial because when someone pay to get a service wich they can't get can cause a lot problem, so care customer will actually keep the business run smoothly and if they get good services more customer will come wich mean more money.

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

INVESTING IN YOUR EMPLOYEES AS MUCH AS YOUR CUSTOMERS creating a professional customer service environment means empowering your employees just as much as you support your customers. happy employees create happy customers.

ADJUSTING TO MEET CUSTOMER NEEDS WHERE POSSIBLE