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Analysis of Quest Diagnostics

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Quest diagnostics experienced problems that saw them lose their key customers and business partners to the immediate rivals, with poor customer relations and care. By 2008, Quest Diagnostics realized a high labor cost that did not reflect its final customer satisfaction goal. The employees were not going to work as required with the customer-care service providers making a good number of the company's absentee employees. Either, those who came spent few hours at work, making the customers wait for prolonged waiting to get answers whenever they had inquiries. Additionally, the reps could not give the clients the correct information about the company and its services. Consequently, the patients' continued complaints to their doctors about the company made the medics refer their clients to alternative options. Through this, Quest Diagnostics lost its customers to companies like LabCorp (Ton & Reavis, 2017).

. The executive managed to get to the root cause of why the employees were demotivated hence low service delivery. They sampled the employee issues into four significant concerns they had to address to improve its operations immediately. The issues were sampled into the implementation of the step-based pay, which aimed to recognize the employees' improving skills. Secondly, the company resolved to improve its operations by developing supervisors responsible for handling the employees' growth and issues.

Additionally, a career path strategy was created to guide the employees along their career lines and improve their skills. Lastly, a workforce strategic plan had to be put in place to balance the human resource since some regions were overstaffed while others were understaffed (Ton & Reavis, 2017). The resolutions mentioned above were vital for the company to motivate their

employees and improve their working environment. Employee motivation is an operational skill that makes the workers give their full-service delivery once exploited by a company.

Quest diagnostics can use the following discussed methods to improve their quality performance towards excellence. When hiring reps, they should consider those that are knowledgeable. As per Ton & Reavis (2017), most reps who handled the customer service desk were first-year dropouts, and their lack of knowledge cost the company close to 10.5 million dollars per year. To get the hired knowledgeable reps' necessary experience, the company should embark on severe and continuous training. The training will make them familiar with the medical terms used in the company and make them equipped with the etiquettes required for good customer relations. The management of the reps is also crucial to make performance flow in the company. Initially, the representatives used to come late for work and leave early (Ton & Reavis, 2017). To curb this, a national customer service center should be initiated with reps assigned to a supervisor to prevent truancy and ensure quality service delivery at work.

As a Quest Diagnostics CEO, I will ensure that I employ only the knowledgeable and deserving people who will offer professionalism in their work. I will encourage the employees to be result-oriented by rewarding and recognizing those who excel in their work. Additionally, it will be my duty to ensure that unnecessary costs are cut while maximizing the income. Not forgetting the most significant bit, I will ensure that our customers, clients, and partners are served to satisfaction. Any form of corruption and discrimination will not be tolerated, and whoever is found guilty will be subjected to disciplinary action as required by the company's policies. I will give anyone from any background an equal chance to show what they are capable of improving the company since I believe that there is strength in diversity.

Reference

Ton, Z., & Reavis, C. (2017). Quest diagnostics (A): Improving performance at the call centers.

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