

# Coote Harvard helps leading medical laboratory re-shape its customer service operation



The Doctors Laboratory –TDL– is a market leader in medical sample testing. Based in Central London TDL supports hospitals and consultants in the private medicine field where superb customer service is the standard requirement.



TDL appointed Coote Harvard to re-design their customer interface and implement the necessary changes to ensure service by the laboratory remained second to none.

Most TDL business is conducted by telephone, both to order sample collection from surgeries and to handle follow up queries on all aspects of sample processing. The TDL telephone system was traditional – an operator answered the call and forwarded the call to whichever department was best suited to help the caller.

**"we saw significant increases in customer satisfaction"**



This meant callers had to speak to at least 2 people to obtain an answer. Often highly skilled TDL professionals were interrupted by telephone calls which turned out to be routine queries. David Neep MD at TDL said "We found that 80% of the calls were questions requiring no medical knowledge to answer."

A call centre staffed by specialists trained to answer these queries was proposed. Coote Harvard was commissioned to create the new processes and associated management training and control systems to run the new call centre. Working with the TDL management team Coote Harvard designed and implemented the new working methods which along with the new technology built the Laboratory Service Centre. Everything was completed for the go-live date 3 months after starting the project. As David Neep confirmed "We had been trying for 6 months to solve these design and implementation problems but had made no progress. Coote Harvard completed the task in 90 days. Callers were much happier with our improved response and we saw significant increases in customer satisfaction"

Key to success was Coote Harvard's systematic methods:

- Measure costs & performance before and after
- Encourage and involve all staff in the change project
- Build & coach new management control methods
- Strengthen team working and accountability
- Complete within agreed short timescale



TDL is the major company in medical services group TDHC.

Based in central London they supply a very wide range of sample tests to nearly 2000 medical practices.

TDL employs 80 people and is the largest and possibly the fastest growing pathology laboratory in the UK.

The application of Information and Communications Technology (ICT) is key to their business success and they exploit these technologies to remain leading edge



Coote Harvard provides an end-to-end service to help companies change the way they work. Key services include–

- Strategic planning
- Process re-engineering
- Learning systems
- Measurement
- Satisfaction surveys
- Team analysis & renewal
- Project management
  - Training
- Management coaching
  - MIS definition & development
- Contact management systems

## Coote Harvard

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