

THE SERVICE DESIGN AWARD

sdn
service design network

Improving the Customer Experience of Public Sector Laboratory Services

Overview

Fimlab Laboratories is one of the leading laboratory companies in providing laboratory services, education and research across the central Finland. It is a limited corporation owned by the public health care districts and approximately 50 municipalities in Central Finland. Fimlab Laboratories consist of nearly 100 branches and the total number of employees is close to 750 people.

The co-operation between Diagonal and Fimlab Laboratories started when the chain was looking to improve and standardize the customer experience and brand outlook of the laboratories. Initially the management team was considering seeking better customer experience by focusing mainly on the interior design of the branches. However as Diagonal got the opportunity to introduce the engaging methods and process service design offers, Fimlab decided to try the new kind of process in a pilot project. Since then Diagonal has renewed the service scape and interior of five Fimlab laboratories across the Central Finland, and the collaboration has been expanded to designing a new service product for the laboratories as well as creating a new training model for implementing the customer experience concept to the daily work life of the personnel. During the years of partnership the co-operation has advanced to be more and more strategically pivotal to the business development of Fimlab Laboratories.

Projects

Laboratory Experience and Service Scape Design

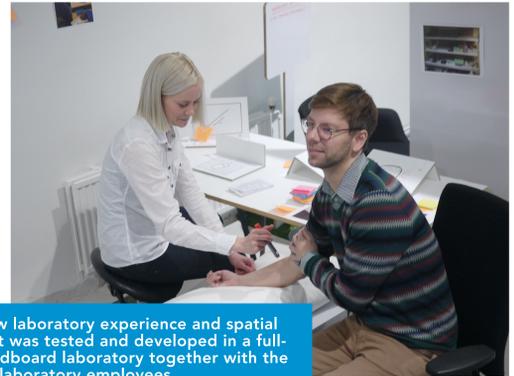
Diagonal has carried out a renewal of five laboratory branches, during which we studied the current laboratory experience and process through customer and staff interviews, observations and having blood tests taken for ourselves. During concept creation we built a full-size cardboard laboratory prototype to test and iterate the new service and spatial solutions. Design of the implementation of the experience and spatial concept was also carried out by Diagonal.

Staff Training Model

In order to ensure the successful implementation of the customer experience concept to the daily work life of the laboratory personnel, Diagonal created a staff training model for Fimlab in participatory workshops together with the mid-level management team.

HyväSydän Laboratory Service for Good Heart Health

Diagonal designed a new service product for Fimlab laboratories, concentrating on helping middle-aged men to keep track of the health of their heart. Our designer spent a day in a public sauna facility interviewing the target group on their hopes and needs, from which the grounding insights emerged. Two rounds of prototypes were tested and modified together with the customers in participatory workshops before the final design.



The new laboratory experience and spatial concept was tested and developed in a full-size cardboard laboratory together with the Fimlab laboratory employees.



Diagonal CEO with Alexander Stubb, the former Prime Minister of Finland, presenting Fimlab Laboratory design concept in India.



Clear guidance on what to do when visiting the laboratory was designed in the renewed spaces. This helps to reduce customers' confusion and fear.

Customers can look at comforting photographs in the ceilings and walls of the laboratory spaces while tests are being taken.

The Benefits of Design

Clear guidance through the laboratory process

The customers no longer need to feel confused about what is going to happen and what they should do when visiting the laboratory.

Comforting spaces

Special attention has been put into the emotional aspect of the spatial solutions throughout the laboratory experience.

New sources of revenue

The HyväSydän heart health service product is the first one of the potential range of laboratory services that Fimlab could offer to private customers.

New organization culture

Embedding the renewals not only in space but also in the daily working culture of Fimlab employees has been a significant focus during the collaboration. It has been supported by the creation of the staff training model, as well as by inviting employees to participate in the service development throughout the design process.

“ Diagonal has brought in a completely new approach in the design of our service processes. Now we conduct research on customers' expectations so that it serves as a basis for the design process. Diagonal challenges boldly the old habits and inspires us as a partner.

- Ari Miettinen
CEO, Fimlab Laboratories

Effect

Improved customer experience

The renewed service focuses more on the quality of the customer service, more comfortable interior design and more clear guidance and signs. The clear guidance and comforting space have reduced fear and confusion during laboratory visits.

Ease of working flow

The renewed service improves and speeds up also the internal processes of the personnel, as the customers are less confused and/or frightened.

New respect and pride for working in the customer interface

Previously the personnel preferred working with the analytics and samples, but the co-operation managed to support the change in the mindset where the positive customer experience is seen as the key success for the chain. The employees are said to be proud of the forerunner position Fimlab Laboratories has managed to achieve.

Savings on the real estate expenses

All the five renewed Fimlab branches have been able to save real estate costs, as the renewed laboratories offer better service with less square meters.



The laboratory renewals potentially improve the lives of nearly

420,000

people in the Central Finland, which is approximately

8 %

of the country's entire population.