

SUMMARY



The Service Design Award
Diagonal / Fimlab Laboratories / Finland

Diagonal has worked together with Fimlab Laboratories since 2012 on improving the customer experience and the service culture and development of one of the largest laboratory chains in Finland. Fimlab Laboratories is owned by the public health care districts and by approximately 50 municipalities in Central Finland meaning the health care sector can easily buy the various laboratory services Fimlab offers.

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 its laboratories. The first phase of the co-operation was designing pilot branch located at Virrat. Besides or the completely renewed pilot laboratory service, Diagonal was also in charge of creating the new customer experience concept and a standardized, square-effective interior design concept. Since the pilot project, Diagonal has renewed the service scape and interior of five Fimlab laboratories across the Central Finland. The collaboration has also been expanded to designing a new Hyväsydän -service product as well as to creating a new training model for implementing the customer experience concept.

The benefits of the co-operation on service design are multiple for the chain. Design approach has helped Fimlab to achieve clear customer guidance through the improved laboratory service experience and comforting yet square-effective spaces. During the co-operation, attention has been put into the emotional aspects of the customer service and comforting spatial solutions throughout the laboratory experience. Moreover, the interior design concept Diagonal created has had a positive impact regarding the savings on square meters and real estate costs for Fimlab. 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 daily working culture of Fimlab employees has been in significant focus during the collaboration. In spring 2015 Diagonal trained a group of Fimlab's mid-level management on service design methods and on how to successfully implement the new customer experience concept in the laboratories. The aim of the new training model was to make the implementation of the customer experience concept engaging and to avoid the more traditional top-down process where a management team tells the employees what to do.

The co-operation regarding service design have 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.

In most of the renewed locations Fimlab is the only laboratory service provider for the people of the municipality. To summarize, these 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.