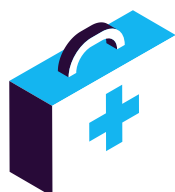


# How Locus helped India's top diagnostics firm in tracking their resources



Increase in the visibility  
of the workforce

Digitization via  
custom white-labelled app

Optimized routes  
for phlebotomists

## KEY AREAS ADDRESSED

One of India's top diagnostics firm offers a broad range of tests on blood, urine and other human body viscera. It has a presence in over 190 locations and has 4,000 employees working under its brandname. The international service provider uses Locus to track, manage and assist the phlebotomists in sample collection and confirmation.



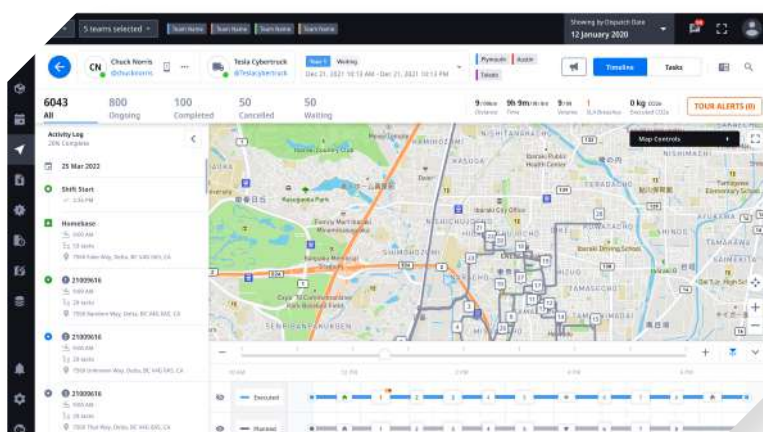
## CHALLENGES FACED BY THE CLIENT

The conglomerate had little to no visibility over the routes of its phlebotomists. This led to issues on two fronts: Assurance to the customer of his appointment and prompt transfer of samples from the customer's house to the laboratory.

Since the samples have to be taken on an empty stomach, the customer needs transparency on his or her appointment timings. On the other hand, the blood sample once collected, needs to reach the lab within 2-3 hrs. Failing in either of these areas can lead to inefficiency and customer dissatisfaction.

Another pain point was the lack of digitisation in the recording of the collection receipt process. The company used traditional pen and paper method to record all its collection which made it difficult to have any visibility on real-time orders.

## LOCUS SOLUTION



Locus provided track and trace solution and helped in digitizing complete collection process by using a Custom White-labelled App. Locus also offered Route Optimization that helped in delivering optimized routes to the phlebotomists for greater efficiencies and time savings.



### Allocation of optimized routes

Automated routes are provided to phlebotomists in such a way that collected samples can reach the lab within the permitted time of 2-3 hrs. Samples turning stale can result in great customer dissatisfaction and distrust, since the blood has to be collected again. This makes the time constraints even more critical in the healthcare industry.

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### Digitization via app

Customers of the diagnostic firm place orders across the country using App, Website or Call Center. The assigned phlebotomists and orders are confirmed. The firm creates a unique batch of orders for every center. Locus then optimizes and assigns orders to the phlebotomists. Orders are then pushed to the Locus App. On completion of sample collection, the phlebotomist marks the tasks as complete and drops to the designated lab. Phlebotomists can also take an order from the customer real-time via the App. Delivery status & location are updated on the app on a real-time basis and EPOD (Electronic proof of delivery) is generated for better visibility.

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### Tracking deliveries on a single platform

Hawkeye view of on-ground operations for real-time tracking of fleet & workforce management. Live tracking of entire operations helps in comparing planned routes against executed routes and inspecting the compliance rates.

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### Intelligent alert

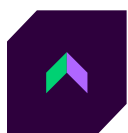
Real-time alerts based on SLA breaches, battery levels and customer interactions, for proactive fleet management.



### Visibility for customer

Locus ensures that the customer receives a message confirming the appointment for his or her sample collection. This ensures that the customer is always in the loop for the entire sample collection process and has a better end experience.

## Impact



Increase in customer's overall service experience as they can track their appointments effortlessly.



Digitization of collection receipts which allows taking the sample on the go and increases the visibility of the process.



Optimized routes for phlebotomists leading to fewer delays in samples reaching labs.



Real-time tracking of workforce leading to better efficiency and visibility.