

# Developments In Business Simulation & Experiential Exercises, Volume 17, 1990

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## **BUILDING A COMPETITIVE ADVANTAGE THROUGH CUSTOMER SATISFACTION & RE-ENGINEERING**

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The only way to retain your customers is to consistently exceed their Service quality expectations. This session covers the approach, which Ortho Diagnostic Systems has initiated to achieve this objective. The business processes being "re-engineered" as well as the role of EXPERT SYSTEMS TECHNOLOGY will be discussed. The session will close with a DEMONSTRATION of EXPERT SYSTEMS software for Instrument Diagnosis and Service Support.

Human Resource Professionals will be interested in hearing how Employee Satisfaction & Performance Measurements Systems fit within the scope of RE-ENGINEERING of Customer Service and Support necessary to achieve excellence. ABSEL members will be interested in the interactive expert systems software and how it can accelerate the learning and performance of users.

## **COMPANY PROFILE**

Ortho Diagnostic Systems Inc. is a Division of Johnson & Johnson which provides Hospitals, Donor Centers, Commercial Labs and Public Health Institutions with systems that diagnose blood. This includes infectious disease testing and typing of blood.

Recently Ortho Diagnostics has brought together all the service functions under the direction of a new team called the Customer Service & Support Team (C.S.S.T.). This team has responsibility to understand how the customer defines service quality and to drive change, which will improve customer satisfaction. It has begun several new initiatives, which includes "re-engineering".

**Harvey I. Gold**  
**Director of Customer Service & Support**

B.S. in Industrial Engineering &  
B.A. in Economics from Rutgers University. M.B.A. in  
Marketing from Fairleigh Dickinson

Harvey has worked in the Health Care Industry for over 15 years and has held Operations Management positions in Industrial Engineering, Package Engineering, Procurement and most recently in Customer Service & Support which reports to Marketing.

**Richard Kot**  
**Instrument Systems Engineer**

B.S. in Electrical Engineering from Lafayette College.

Rick has worked at Ortho Diagnostic Systems for over 10 years and has held positions of increasing responsibility in Research, Operations and currently Instrument Service & Support where he is Project Manager for Diagnostic Expert Systems.