

Customer Escalation - Rattana Hospital (fictional)

Classification: Internal - DEMO / FICTIONAL. Rattana Hospital is a fictional customer created for an Amazon Quick demonstration.

Date received: 8 September 2026 | **Account:** KA001, Private Hospital, Bangkok | **Account owner:** see key-accounts dataset

1. Summary of the letter from the hospital's Medical Director

- Anatomic pathology (biopsy) results for the hospital's oncology centre were late on multiple occasions in July and August 2026; several reports took 5-6 days against our 72-hour commitment.
- Two surgeries were rescheduled because frozen-section consult results were delayed.
- The hospital is "reviewing all laboratory partners" before its contract renewal in mid-November 2026, and has received a proposal from another lab network with a digital pathology offer.

2. Internal findings (Lab Operations)

- Root cause: pathologist capacity, not routine lab capacity. Two pathologists left in June 2026 and slides are being read manually in Bangkok.
- Routine chemistry and hematology TAT for this account is within SLA; the problem is concentrated in anatomic pathology.
- Digital pathology (Strategy pillar 4) would allow remote reading by pathologists in other labs.

3. What the hospital asked for

1. A written recovery plan within 14 days.
2. A named pathology contact.
3. Service credits for July-August.
4. Pricing proposal for the renewal that reflects the service failures.

4. Commercial context

- Annual revenue: approx. THB 48.6 million; our wallet share at this hospital approx. 71%.
- Renewal date: 45 days from the dataset reference date.