

Summer training at Stanplus Pvt Ltd

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1202



STANPLUS

Profile of the organization

Situated at a prime location of Jubilee Hills in Hyderabad, Stanplus claims to be India's largest medical response and assistance company. It was co-founded by Mr Prabhdeep Singh, Mr Antoine Poirson and Mr Jose Leon. Stanplus is a family of 430+ employees, 80+ membered 24/7 response centre, 5500+ ambulances along with 300+ hospitals partnerships and tie-ups.

StanCOMMAND

- A centralised command centre for on-call medical response.
- Ties with about 32 corporate clients.
- The ticket of requisition reached the employees of Stanplus via a portal called Freshdesk.



GENERAL FINDINGS ON LEARNING

(i) Service provided by StanCOMMAND:

- On-call Doctor/Paramedic.
- Identification of COVID Bed and isolation facilities.
- Identification of Plasma/Blood donors.
- Arrangements of diagnostic services.
- Arrangements of Medicines/Equipment delivery.



(ii) Features of the service:

- Frequent follow-ups.
- Multi-lingual support up to 7 Indian languages.
- Instant documentation of the updates in the process.
- All calls are answered in less than 7 seconds.
- RedAssist offers on-call medical expert response in less than 5 minutes.
- Ambulance services with a Turn-Around-Time (TAT) of just 5 minutes.
- An average satisfaction score of 4.5/5 by customers.

(iii) Process of service execution:

- A specialised team to handle the call centre to manage corporate clients and employees.
- RED911 service enables strict SLAs that facilitates COVID cases to be attended in less than 60 minutes and non-COVID cases to be attended within 45 minutes from the time of receiving the request.
- REDAssist requests are offered with the best of services from the on-ground partners with timely follow-ups and updates to the patient.

**A STUDY ON THE IMPACT OF UNAVAILABILITY OF RESOURCES ON THE
COMPANY'S EFFICIENCY IN RESOLVING THE CUSTOMER'S REQUIREMENTS**

Statement of the problem

Insufficiency of legitimate and reliable sources of information at times resulted in puzzling situations, sometimes during which the organization might not be enabled enough to extend help to the customers rarely resulting in cancellation of cases or the customer resolving their issues without the aid of the said organization.

Objective of the study

- To identify the loopholes in the supply system that contribute to the dissatisfaction of customers.
- To identify the factors that contribute to the irresolution of certain cases and their consequences.
- To analyse the cases that resolved by cancellation by customers and the factors that contribute to their decision.

Research Design and Methodology

Area of study:

The study was conducted with the data collected with respect to the tickets/cases that come in as requests to the command centre of Stanplus, StanCOMMAND via the Freshdesk Portal.

Research design:

The research design of this project is Descriptive study as it can provide information about the reason and factors with respect to the reason of resolution.

Period of study:

The project study consists of data encompassing the months of May and June 2021.

Source of data:

A set of secondary data was obtained from the database of StanCOMMAND cases for a particular corporate client “ABC” (pseudonym) that was extracted from the Freshdesk portal.

Sample size:

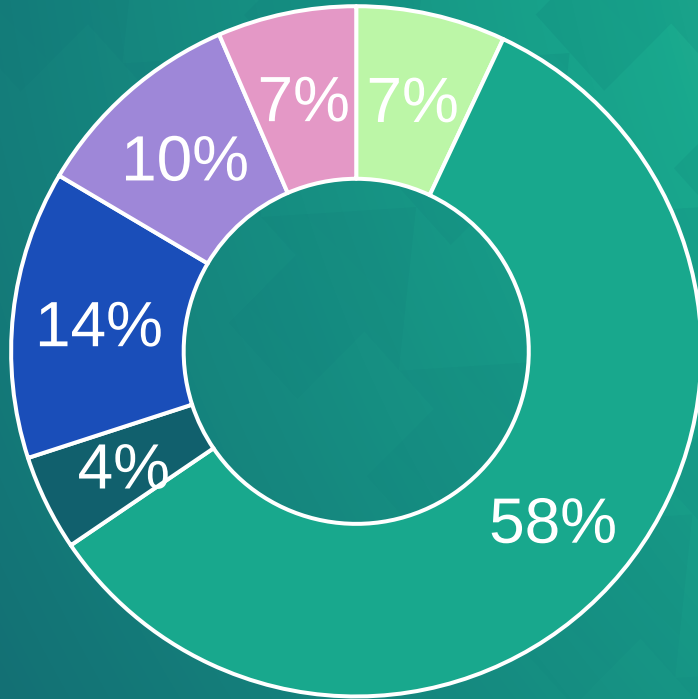
Total secondary data used for analysis: 2051 tickets from StanCOMMAND database (May-June 2021). Sample taken for study: 200 tickets chosen randomly.

Sampling technique:

This research uses Stratified sampling. Among many corporate clients, only the data constituting the information of a certain client “ABC” were used.

DATA ANALYSIS AND INTERPRETATION

Reason of Resolution



- Resources not available
- Resolved by Stanplus
- Resolved by company
- Resolved by customer
- Cancellation
- Customer not responding

RECOMMENDATIONS

- To strengthen human resources and employ more personnel on the research team to enable more resources that are more dependable.
- To make the research process more extensive and expand branches into more intricate details.
- To allot more time to verify sources and collect leads that are plentiful.
- As observed from the data, cases that were cancelled and resolved by customers were less compared to those that were resolved by Stanplus. To mitigate such occurrences further, the follow-up process must be reinforced meticulously.
- The website Freshdesk must be updated for better outcomes.

CONCLUSION

- The key to a successful attempt at emergency aid is ultimately the authenticity of the resources that has to be utilised.
- The data has shown us that majority of the incoming requests were resolved successfully by the organization.
- A set of minor setbacks should not affect a process that is purely meant out of goodwill.

Thank you!

