

SUMMER TRAINING
at
Stanplus Technology Pvt. Ltd
(27-4-2021 to 27-6-2021)

A report by:
Dr. Apurva Sharma

MBA- Hospital And Healthcare Management
(2020-2021)



ACKNOWLEDGEMENT

Experience is the best lesson. Most learnings take place outside the class room and I would like to thank **IIHMR, Jaipur** for providing me the opportunity to explore my potential, experience and learn.

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Dr. Apurva Sharma
MBA (HM)
2020-22

Internship Completion Certificate

Date: 28-06-2021

This is to certify that **Dr. Apurva Sharma** (E-Code: 2134), a student of MBA (Hospital & Healthcare Management), **IIHMR University**, Jaipur, Rajasthan has successfully completed her internship in Red Assist Operations from 27-April-21 to 27-June-21 with StanPlus Technologies Pvt Ltd.

We wish her all the best in her future endeavors.

Regards,



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ACRONYMS/ABBREVIATIONS

1	BANT	Budget, authority, need, time
2	COVID-19	Coronavirus disease 2019
3	ECMO	Extracorporeal membrane oxygenation
4	EHS	Environment, Health, Safety
5	GPS	Global Positioning System
6	ICP	Ideal Customer profile
7	ICU	Intensive care unit
8	IQI	Information qualified lead
9	L-1 AGENT	Level 1 agents
10	MQL	Market Qualified Lead
11	MUV	Multi Utility Vehicle
12	NAC	Network access control
13	OSHA	Occupational safety and health administration
14	Pvt. Ltd.	Private limited
15	QTR	Quick response team
16	RT-PCR	Reverse transcription polymerase chain reaction
17	SA8000	Social accountability 8000
18	SQL	Sales qualified lead
19	SRL	Sales ready lead

PART I
OBSERVATIONAL LEARNINGS

SECTION I

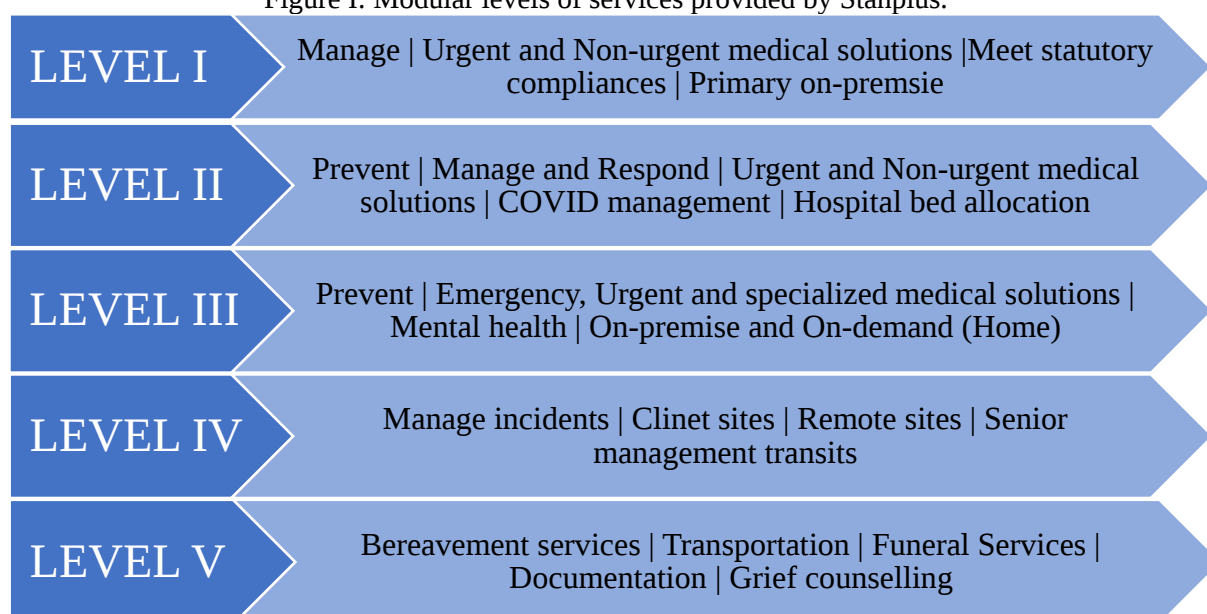
ORGANIZATION PROFILE



Stanplus Technology Private Limited is India's largest medical response and assistance company founded in May 2016, by *Antoine Poirson, Jose Leon and Prabhdeep Singh*. With offices in India and Singapore, 430+ employees, 80+ members, 24/7 response centre, 5500+ ambulance in network, 300+ hospitals in partnership and tie-ups, Stanplus provides Medical emergency response, occupational health and safety services.

Stanplus provides one stop solution for all levels of health and medical needs. Modular levels make selection easy and all levels integrated with each other.

Figure I: Modular levels of services provided by Stanplus.



Products and brands owned:

Figure II: Products and Brands owned by Stanplus



RED 911 ASSISTANCE:

A 24*7 support centre for ambulance service With a team of well-trained professional paramedics.

Product features:

- **CritiCare XV**

An advanced vehicle equipped with all life-saving equipment.

Ideal for critical emergency cases.

Defibrillator, ventilator, infusion pump, cardiac support among other equipment.

- **BasiCare MV**

The rear end of the vehicle equipped with a ramp for wheelchair and stretcher slide.

Seat swivel with 90-degree axis rotation for ease of access.

Equipped with state-of-the-art bespoke MUV vehicles that suit the organization's need.

- **BasiCare LV**

Basic patient transportation vehicle.

Oxygen Delivery System & Stretcher.

Image I: CriticareXV and Basicare MV Ambulance



RED ASSIST:

One of its kind service provider that assists Covid affected patients with doctor on call for consultation and leads for additional medical services required during covid-19 period. The services provided by RED ASSIST are: Doctor on call, Covid bed (Oxygen bed, ICU, ECMO), Blood/Plasma donation, RT-PCR/ Home testing kits, Medicine delivery ,Oxygen (Cans, Cylinders, Concentrators).

STANAIR:

StanAir air ambulance service is for patients who need to be transferred long distance in case of emergency. StanAir relentlessly strives to provide quality air ambulance service to our customers at affordable prices. led by an experienced doctor, it is ensured that the patient's condition is monitored throughout the ride.

Services provided:

- Chartered air ambulance
- Commercial air ambulance

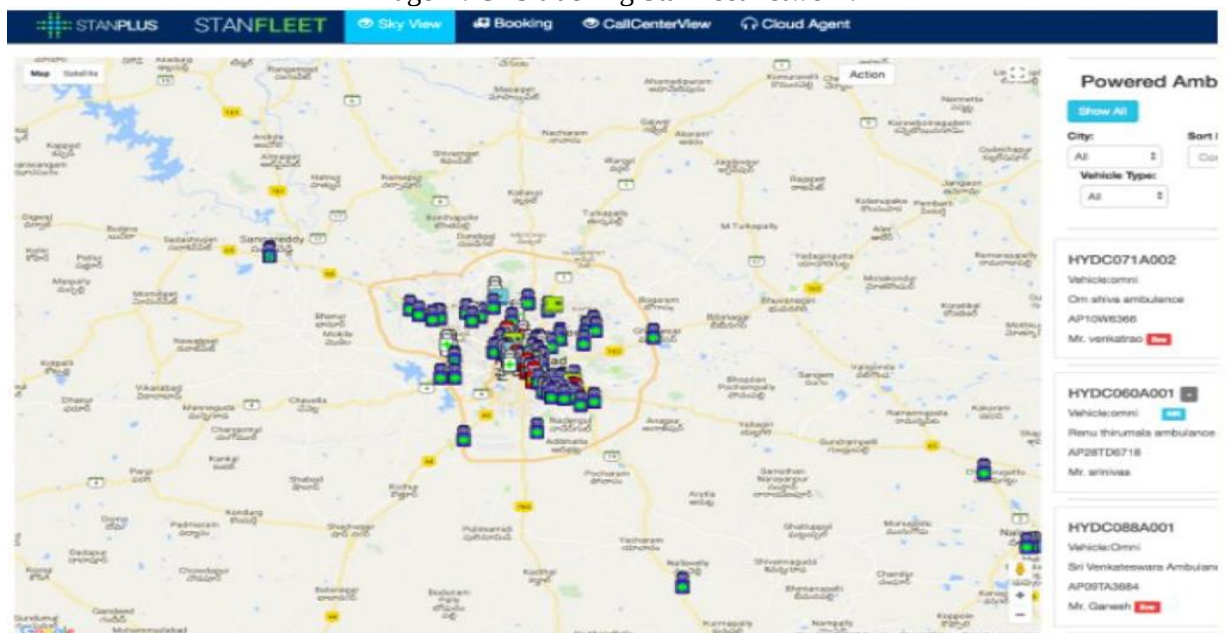
STAN PLUSALPHACARE:

A product of Stanplus providing Next Generation Employee Safety Coverage . With corporate partnership - AlphaCare, any corporate venture can ensure that the employees get the best & most exclusive healthcare security system & a prompt, proficient & personalized private ambulance service that is always there for them.

Product features:

- A Quick Response Team (QRT) dedicated to the company that provides 24X7 medical coordination and ambulance assistance services.
- The QRT is capable of handling all kinds of cases with the help of trained paramedics, drivers and support staff .
- Entire network of partner hospitals
- GPS tracking and the best trained & professional paramedics.
- Maintained and equipped MUVs
- Scope of add-on features for equipment in the vehicles according to need.

Image II: GPS tracking Stanfleet network.



STAN COMMAND

A centralized command centre for all on-demand medical response services. An integrated mix for the Covid-19 phase where RED911 caters to the emergency response needs and REDAssist covers the medical assistance requirements.

- **End to end compliance:** Adherence with NAC, SA8000, OSHA, Factories act and other EHS policies.
- **Centralised contacting:** One partner for pan-India sites.
- **Professional etiquette:** Trained and uniformed operational and clinical staff.
- **24*7 support available:** Dedicated toll-free numbers for emergency and medical assistance.
- **Network benefits:** Cover for multi-casualty situation through fleet of Ambulances.
- **Comprehensive protection:** Includes cover at home and in-transit.

FIGURE III: The Organizational structure at Stanplus.



SECTION II

CONCLUSIVE LEARNINGS

SALES CYCLE

A **sales cycle** is the journey that a potential client embarks on which begins when the potential prospect develops an interest in the service or product to when they make a purchase of the service or product.

Sales can be:

- Inbound sales
- Outbound sales

The main difference between **Inbound sales** and **Outbound sales** is based on the origin of the lead. In case, a potential customer contacts the organization to enquire about a product or service, it is called Inbound sales. Outbound sales are the result of a continuous and extensive prospecting effort towards a potential customer who has not expressed interest in a product or the service offered by the organization.

Inbound sales: Whenever a potential client reaches out to the organization to inquire about a offered product or service, it is called inbound lead. Inbound leads are mostly generated by the marketing department by analysing the target market. The Inbound sales are sometimes also called Warm Leads. Sales and marketing department work together in converting the inbound leads.

Outbound leads are usually generated by the business development team or the inside sales team or the individual sales professionals with some demand generation responsibilities which are further worked upon by marketing and sales department.

A sales process: The whole process of repeatable steps that a sales person takes to convert a prospective buyer from the early stage of awareness to a closed sale. An overview of the sales process helps keep a track of all sales, as:

- It gives an insight of the sales processes and allows evaluation of the effectiveness.
- It allows adjustments and to make the necessary improvements required in the process.

The sales process consists of 5-7 steps:

1. **Prospecting**
2. **Preparation**
3. **Approach**
4. **Presentation**
5. **Handling objections**
6. **Closing**
7. **Follow-up.**

Prospecting

The process of prospecting involves identifying all potential clients or leads who could be interested or benefit from the product or service. Sales prospecting refers to finding qualified leads that could be interested to buy the business or service. Companies usually start prospecting by formulating an Ideal Customer Profile. The ICP is a summary of the all the client for the company's product/service that would be ideal.

Leads can be:

1) Hot Lead

These are the leads that qualify the criteria of the sale dealings and have a better profile of offering benefit to the business organizations. To Identify if the lead can be considered as Hot lead or not, the criteria of **BANT** Is utilised : **B**udget, **A**uthority, **N**eed and **T**ime frame.

2) Cold Lead

Cold lead are not very qualified, and constant lead nurturing and significant effort is required to convert a cold lead into a successful sale. The factors that keep them from being a sealed deal could be the budget, authority, time frame etc; however, the needs of the cold leads keeps them in the prospect list.

3) Warm Lead

The warm leads are neither hot or cold leads. Unlike Hot leads, they do not qualify all the criteria, but do not fail like cold leads either. They have a fair chance of reaching the deal closure. To achieve profitability, these leads require nurturing.

4) Information Qualified Lead (IQL)

When an entity contacts the organization while trying to gather information, it is known as Information Qualified lead. After contact, the marketing teams works on providing them all the relevant information aiming to close the deal.

5) Sales Ready Lead (SRL)

Sales-Ready Lead is a unique lead where the business prospect or an individual contacts the business organization willing to connect to sales teams. These prospects are usually contacting to close the deal and have done the research on the product or service beforehand.

6) Marketing Qualified Leads (MQL)

The Marketing Qualified lead gets converted into a prospect because of the extensive efforts of the marketing team. They differ from Information Qualified lead as incase of MQL, it is purely the efforts of the marketing team that attract the lead.

7) Sales Qualified Leads (SQL)

Sales qualified lead are generated through the efforts in of the sales team. However, in order to reach the final stage prospecting is critical. Lead generation experts can help find the right prospects and ensure sales qualified leads.

Preparation

Preparation is the second step of the cycle. It includes extensive research to gather all the vital information regarding the potential client and their needs and demands. A complete analysis of the same is done to make a customised pitch for the respective customer.

Approach

In this stage, sales teams contacts the client, either in person or virtually. Here, the sales representative sets out to create a rapport with the prospects through communication.

Sales outreach is a approach that can be used with both, the new prospects or the past customers who have gone cold but may still have the potential to become an active lead again. This engagement can be done over the phone; via personalized email, video conferencing etc. Even though they have complementary actions, Marketing and sales outreach are terms that cannot be interchanged. Outreach marketing is about staying in touch with online communities where your prospects exists.

Presentation

In the presentation stage, the product or the service is demonstrated to directly meet the needs of the prospective client. The presentation should be personalised, according to the demands of the prospective client and should offer the best possible solutions. Sales teams may use modes of presentations for explaining and demonstrating the product. They may also offer interactive sessions where the prospect can tests and review the products. **Cross-selling and up-selling** are sometimes also integrated during presentation by the involvement of the Accounts department.

Handling objections

During the process of presentation and pitching, customer may have concerns and questions regarding the product. These questions and objections should be considered as a leeway to get a definite picture of the needs of the prospects and to deliver to them.

Learnings via observation in the process of handling objections :

- Acknowledging the views of the prospect and responding with to them with appropriate solutions.
- Taking the time to listen helps understand what could be giving doubts to the prospect.
- Asking questions helps shed more light on the matter, and helps in finding the solution quicker.
- Responses to the objections of the prospect should be prepared with complete information and evaluation.

Closing the sale and Follow up

This stage of the cycle is challenging. Here, the sales representative is in an intensive mode of communication with the prospect that helps in moving the prospect closer to the deal. This phase also includes the discussions on contracting, purchase orders, price negotiations and agreements. In order to build customer loyalty to the service or the company, a scheduled follow up must be done. The process may involve sending greeting and thanking notes or emails and checking in with the clients to see the progress and feedbacks and to see if the services are meeting their expectations.

FIGURE IV: The Sales Process



PART II PROJECT REPORT

**A study to analyse the service requests registered with red assist
by Stanplus
during the month of May-June.**

SECTION I

INTRODUCTION:

During the second wave of Covid-19 in India, during the months of March, April and May, the country faced a sudden surge in the daily number of cases. With 11.1 lakh new cases in the month of March, there was a disruption in the resource management and distribution of Covid related resources. This led to the common man struggling to find availability of resources in the time of need.

STANCOMMAND catered to the need of the people by providing verified leads of resources available, and also guided them through the process by helping the clients retrieve the best possible service at the best price and comfort from the service provider.

STANCOMMAND

A product of Stanplus launched in March 2021, STANCOMMAND by StanPlus is one of its kind medical response service that promises to cater to the medical assistance required by the employees of the company availing the service.



COVID Bed or Isolation Facility Identification



Doctor/Paramedic on call



Diagnostic Services Arrangement



Plasma/Blood Donor Identification



Medicines/ Equipment Delivery Arrangement

RED>>911RED>>Assist

Service Attributes :

Instant call backs and follow ups

Multi-Lingual support
7 languages

Analytics & Documentation
Real time updates & monthly report

Call answer time : less than 7 Seconds

Medical Response Expert on-call - Less than 5 minutes

Ambulance turnaround time - Less than 5 minutes

Customer Satisfaction
Score -Average of 4.5/5

Image III, IV :Case Generation & Completion Alerts (Sample Data)

CASE ID		FARE
MUME201005-00002		Rs 5400
Tip: Use this case ID to request for details regarding the case.		Paid by the Customer
PATIENT NAME	CREATED ON	STATUS
Mubarak Ali Shaik	2020-10-05	INPROGRESS
MUM	00:44:29	
PICKUP LOCATION		
JJ Hospital Mumbai,Mohammed Ali Road,Mazgaon,Mumbai,Mumbai, Maharashtra,India,400003		
DROP LOCATION		
Saboo Siddique Hospital 2d Echo,280,Bapty Road,Shuklaji Street,Dawood Baug,Dalal Estate,Kamathipura,Mumbai,Mumbai,Maharashtra,India,400008		
DISTANCE		
2.651 kms		
For any queries regarding this case, do reach out to your relationship manager.		

CASE ID		FARE
MUME201005-00002		Rs 6720
Tip: Use this case ID to request for details regarding the case.		Paid by the Customer
PATIENT NAME	CREATED ON	STATUS
Mubarak Ali Shaik	2020-10-05	COMPLETED
MUM	02:44:49	
PICKUP LOCATION		
JJ Hospital Mumbai,Mohammed Ali Road,Mazgaon,Mumbai,Mumbai, Maharashtra,India,400003		
DROP LOCATION		
Saboo Siddique Hospital 2d Echo,280,Bapty Road,Shuklaji Street,Dawood Baug,Dalal Estate,Kamathipura,Mumbai,Mumbai,Maharashtra,India,400008		
DISTANCE		
2.651 kms		
For any queries regarding this case, do reach out to your relationship manager.		

STANCOMMAND

A centralized command centre for all your on-demand medical response services.

RED911 caters to the emergency response needs and

REDAssist covers the medical assistance requirements.

Services provided by RED911-

- Ambulance Service
- Air-Ambulance

Services provided by REDAssist-

- Doctor on call
- Covid bed (Oxygen bed, ICU, ECMO)
- Blood/Plasma donation
- RT-PCR/ Home testing kits
- Medicine delivery
- Oxygen (Cans, Cylinders, Concentrators)

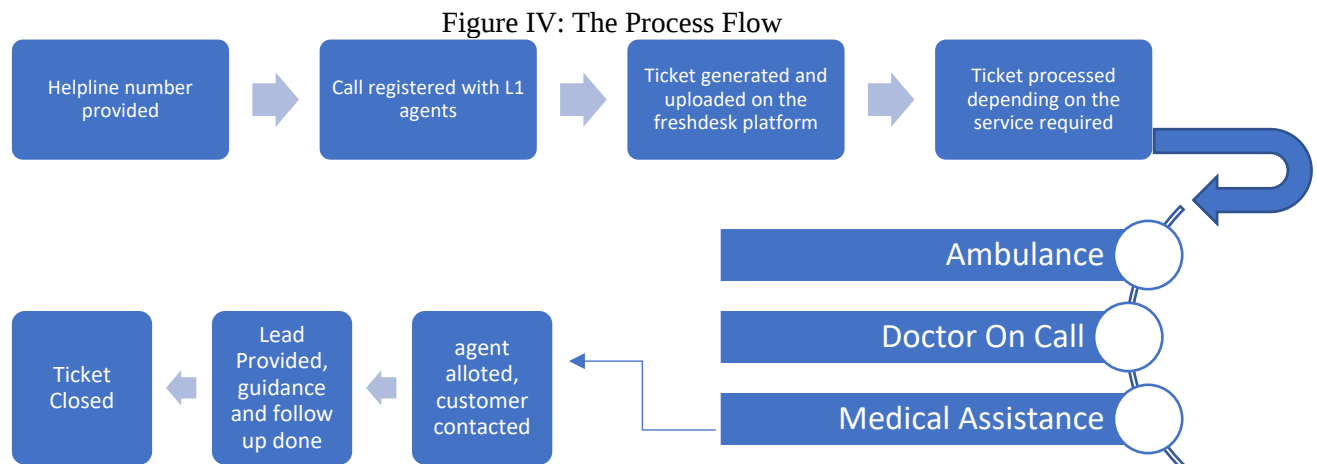
Image V: RED Ambulance, Oxygen Concentrator



PROCESS FLOW

1. As and when the company goes live, a helpline number is provided to all the employees of the client company.
2. The employees can register the request by calling on the 24*7 helpline number provided to them. The call requesting service is acknowledged by the L1 agents of the RedAssist.
3. A ticket is generated with information regarding the nature of the request, service needed, urgency, patient details, location, contact details etc.
4. Depending on the nature of the request, the red assist service ticket is processed in one of the 3 ways:
 - **For Ambulance :** The ticket is forwarded to RED911 team to be resolved.
 - **For Doctor on call:** The patient is directly connected to the doctor available on-line for consultation by the L1 agents and resolved.
 - **For other medical assistance services:** The ticket generated is updated on the online platform of Freshdesk, where an agent is assigned to the case according to the location and zone of the service required.

5. For cases that required medical assistance services, the designated zonal agent contacts the customer with help of the contact details provided in the ticket and provides them with the lead of the verified contact number of the services provider and guides them through the process of availing the service.
6. The status of the ticket is uploaded on the Freshdesk platform throughout the process to keep the process running without any glitches especially incase of multiple open tickets.
7. A follow up is done with the customer within 4-8 hrs of providing the lead and incase no other assistance is required the ticket is closed.



TYPES OF REQUESTS AND RESOLUTIONS

The requests generated are categorized on the basis of:

1. **Urgency-** Urgent, High, Medium, Low.
2. **Location-** North zone, South zone, East zone, Bangalore zone, Hyderabad zone, Mumbai zone.
3. **Service required**

The service requests generated are to be acknowledged within a specific time period depending upon the urgency of the service request. Incase of Any violation in the time for the first response and the closing of the ticket, an email notification of time exceeded is sent to the agent handling to ticket requesting them to provide solution at the earliest possible.

The REDAssist team works on the best effort basis. A ticket is considered closed when no further assistance is required by the client from Stanplus. The Closing of the ticket may be because of resolution or cancellation.

The ticket may be closed as:

1. Resolved by StanPlus.
2. Resolved by customer.
3. Cancelled

SECTION II

RATIONALE

The purpose of this study is to analyse the nature and resolutions of service requests to identify the need of the client and the areas that have scope of improvement in order to prepare ourselves for the next Covid wave, aiming to be better service providers. This study will help identify the areas that maximum requests were received from, the service that was most required and the reasons for delay in service, to help prepare a better response service for the next covid wave.

RESEARCH QUESTION

During the Second wave of COVID-19,

- 1. What was the nature of service requests registered with REDAssist ?**
- 2. What was the Turn Around Time for response ?**
- 3. What were the reasons for SLA violation, in reference to the service requests registered with REDAssist?**

OBJECTIVE

1. To analyse the service requests based on the urgency, service required, location and reason for resolution.
2. To analyse the Turn Around time for the service requests registered with REDAssist in the month of May-June.
3. To identify the frequency and reasons for SLA violations of service requests.

METHODOLOGY:

- **AREA OF STUDY-** Pan India
- **STUDY DESIGN-** Descriptive study
- **DURATION OF STUDY-** 8 weeks
- **SAMPLE SIZE-** 172
- **SAMPLE TECHNIQUE-** Convenience Sampling

Modes of data collection:

- **SOURCE OF DATA-** Secondary data, Qualitative and Quantitative
- **DATA COLLECTION TOOL-** MS Excel
- **RESEARCH METHODS-** Document Analysis

SECTION III

FINDINGS

Type and nature of the service requests registered with REDAssist during the Covid-19

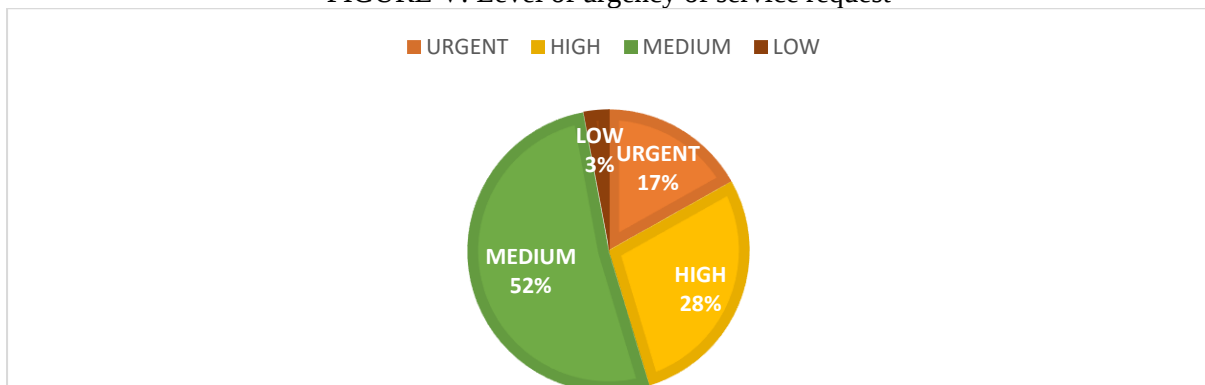
▪ Level of Urgency

Between May 3, 2021 and June 6, 2021 the number of service requests registered with REDAssist was 172. These requests were categorised as: Urgent, High priority, Medium Priority and Low priority depending on the condition of the patient in case of and service required.

Out of these 172 requests, the status of urgency was:

- Urgent- 29
- High priority- 49
- Medium priority-89
- Low priority- 0

FIGURE V: Level of urgency of service request

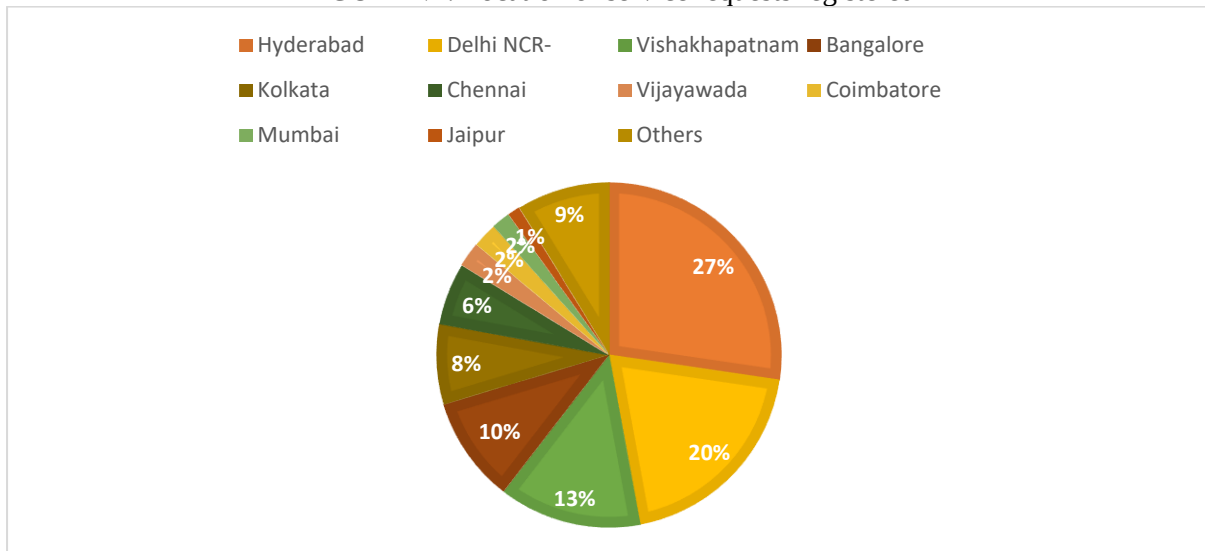


It was observed that the maximum requests received were of **medium level of priority** (52%) followed by high priority (28%) and the least number of requests were low priority cases.

▪ Location:

The service requests received were from pan-India. However, the major number of requests received were from 10 main cities. It was observed that the highest number of service request were registered from **Hyderabad (47) followed by Delhi NCR (34)**, Vishakhapatnam (23), Bangalore (17), Kolkata (13), Chennai (10) as compared to Vijayawada (04), Coimbatore (04), Mumbai (03) and Jaipur (02).

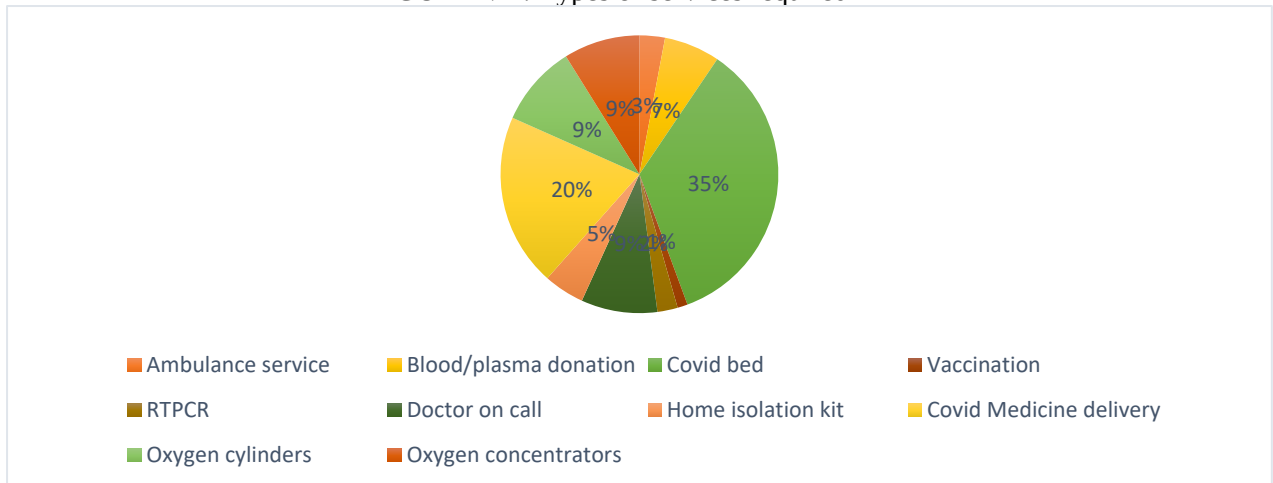
FIGURE VI: Location of service requests registered



▪ Service Required:

REDAssist by StanPlus provides various services like Covid bed (Oxygen bed, ICU, ECMO), Blood/Plasma donation, RT-PCR/ Home testing kits, Medicine delivery ,Oxygen (Cans, Cylinders, Concentrators) etc.

FIGURE VII: Types of services required



The above figure represents that that the maximum requests registered were for **Covid bed (59) followed by Covid medicine delivery(34)**. Other major request registered were for Oxygen cylinders (16) and concentrators (15), Doctor on call (15), Blood/Plasma Donation (11) followed by Home Isolation kits (08), Ambulance Service(05), RT-PCR tests (04) and Vaccination enquiry (02).

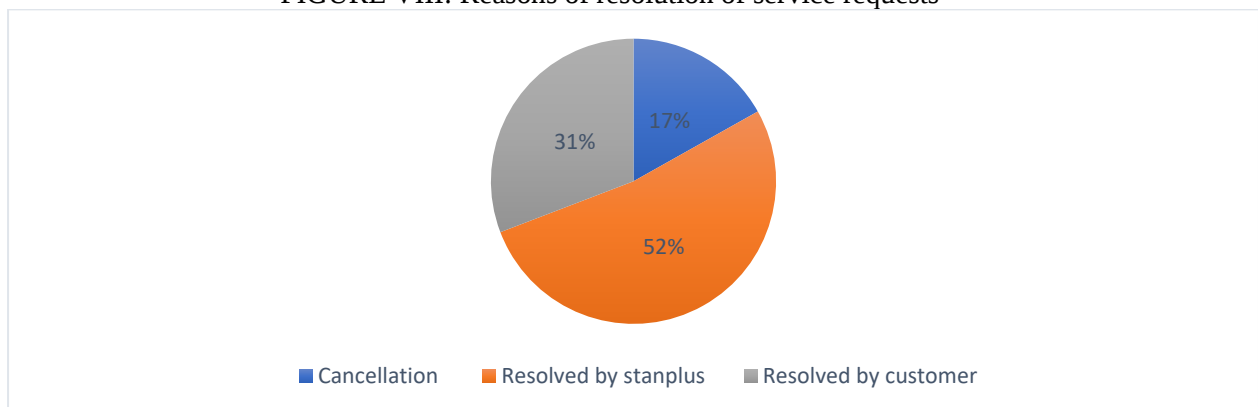
▪ **Resolution :**

A service request is considered Resolved when no assistance is required from REDAssist anymore. The reasons for resolution may be; Cancellation-a ticket is considered cancelled if incase the service is not required anymore by the client, or the client is not responding to our calls or the resources are not available with REDAssist. The ticket is considered resolved by Stanplus, if the customer used our leads to avail service. Incase the customer did not use our leads for availing service because of any reason such as the cost, availability, approach etc. and arranged the service from personal contacts, the ticket is considered Resolved by customer.

The Resolution reasons for the tickets were:

- Cancellation- 44
- Resolved by Stanplus- 75
- Resolved by customer- 53

FIGURE VIII: Reasons of resolution of service requests



Turn Around Time for the service requests registered with REDAssist

TURN AROUND TIME: Turn Around Time refers to the amount of time taken from generation of the ticket on the Freshdesk platform to complete the processing of a service or request and closing it.

The first response is the first contact made by the agent to the customer after he/she/they have registered a service request with the helpline number. Here, the agent communicates directly with the patient or their attendant and extracts complete details of service required, and provides them with leads and guides them with the process of availing the service. This can be done in one call or a series of calls with the customer depending on the situation and the nature of the service required and the customer's comfort. Once, no assistance is required by the customer from the Agent, a ticket can be considered **Closed**.

Incase of High priority cases, the average TAT for the 49 registered requests was **20 hours**. The highest time recorded for closing the ticket was **120 hours for an ICU Covid bed required in Delhi**. The fastest response was recorded at **16 minutes for an oxygen cylinder request in Kolkata**. The Ideal time for the first response in high priority cases is 30 minutes, and the closing time is on or before 24 hours.

For medium priority cases, the average TAT for the 89 registered requests was **23.48 hours**. The highest time recorded for closing the ticket was **148 hours for a plasma donation required in Hyderabad**. The fastest response was recorded at **25 minutes for an oxygen bed for a Covid positive patient in Delhi**. The Ideal time for the first response in medium priority cases is 60minutes, and the closing time is on or before 36 hours.

Incase of low priority cases, the average TAT for the 05 registered requests was **12.6 hours**. The highest time recorded for closing the ticket was **23 hours for blood donation required in Hyderabad**. The fastest response was recorded at **2 hours for medicine delivery request in Hyderabad**. The Ideal time for the first response in low priority cases is 90 minutes, and the closing time is on or before 48 hours.

For urgent cases, the average TAT for the 29 registered requests was **24.3 hours**. The highest time recorded for closing the ticket was **85 hours for oxygen bed for a Covid positive patient in Bangalore**. The fastest response was recorded at **60 minutes for ambulance service for a Covid positive patient in Hyderabad**. The Ideal time for the first response in urgent cases is 15 minutes, and the closing time is on or before 18 hours.

TABLE I: Comparison of TAT

	URGENT	HIGH PRIORITY	MEDIUM PRIORITY	LOW PRIORITY
No. of requests	29	49	89	05
Average Turn Around Time	24.3 hours	20 hours	23.48 hours	12.6 hours
Highest time for service/ location	85 hours- Oxygen Covid bed/ Bangalore	120 hours- ICU bed/ Delhi	148 hours- Plasma Donation/ Hyderabad	23 hours- Plasma donation/ Hyderabad
Lowest time for service/ location	1 hour-Ambulance service/Hyderabad	16 minutes- Oxygen cylinder/ Kolkata	25 minutes- Oxygen covid bed/Delhi	2 hours- Medicine home delivery/Delhi
Ideal Time	15 minutes to 18 hours	30 minutes to 24 Hours	60 minutes to 36 hours	90 minutes to 48 hours

SLA violations of service requests

Service level Agreement (SLA) are the level of services expected from the service provider which are measured by laying out the metrics by which the service is provided or the penalties or the remedies in case the agreed-on service was not achieved.

There are 3 types of Service Level Agreements-

1. **Corporate SLA:** All the general issues related to the organization are covered, they are the same for everyone who is a part of the organization.
2. **Customer SLA:** Issues specific to customer are covered . e.g.- Security requirements of the departments in the organization.
3. **Service SLA:** All issues related to a specific services in relation to the customer are covered. The same applies to all the clients/ customers that contract the same service.

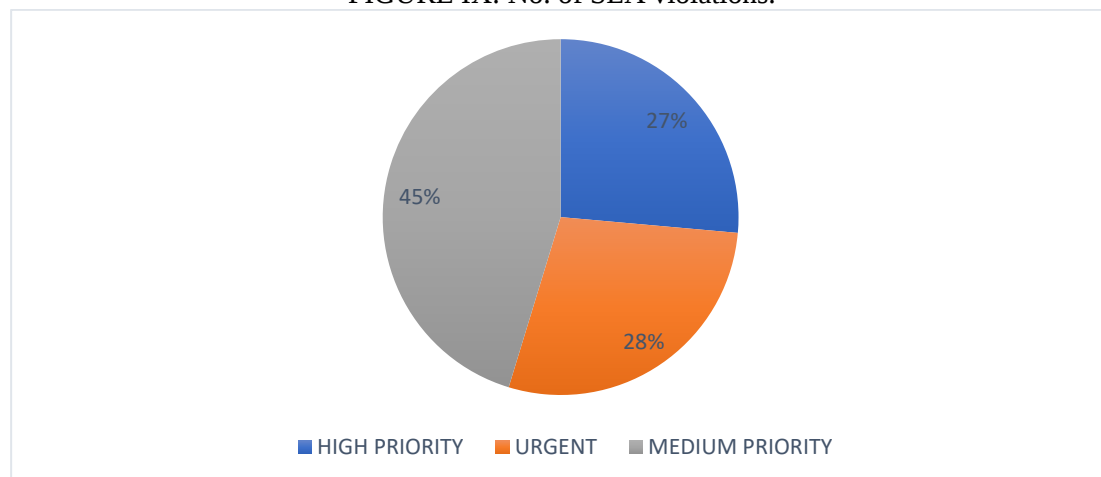
For the REDAssist tickets, if the first response or the closing or the ticket violated the time limit mentioned with respect to nature of the ticket, an SLA violation email was generated addressed to the agent allotted to the ticket.

The time limit for the First response and the Closing of the ticket is:

- **URGENT**
First response- 15 minutes
Closing- 18 hrs.
- **HIGH**
First response- 30 minutes
Closing- 24 hrs.
- **MEDIUM**
First response- 60 minutes
Closing- 36 hrs.
- **LOW**
First response- 90 minutes
Closing- 48 hrs

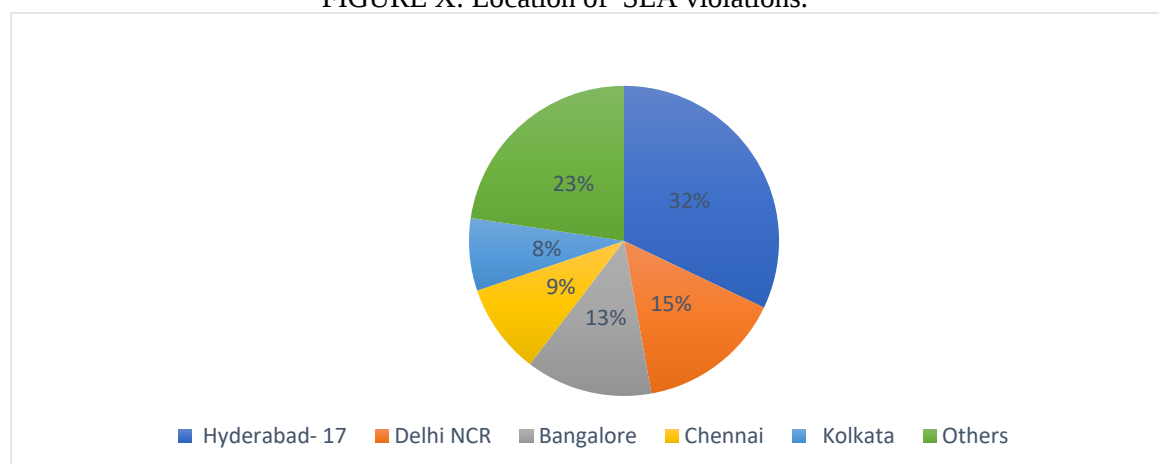
Out of the total 53 violations, **14 SLA violations** were observed in **High priority cases**, **15 in urgent cases** and **24 in medium priority cases**. No violations were observed in low priority cases.

FIGURE IX: No. of SLA violations.



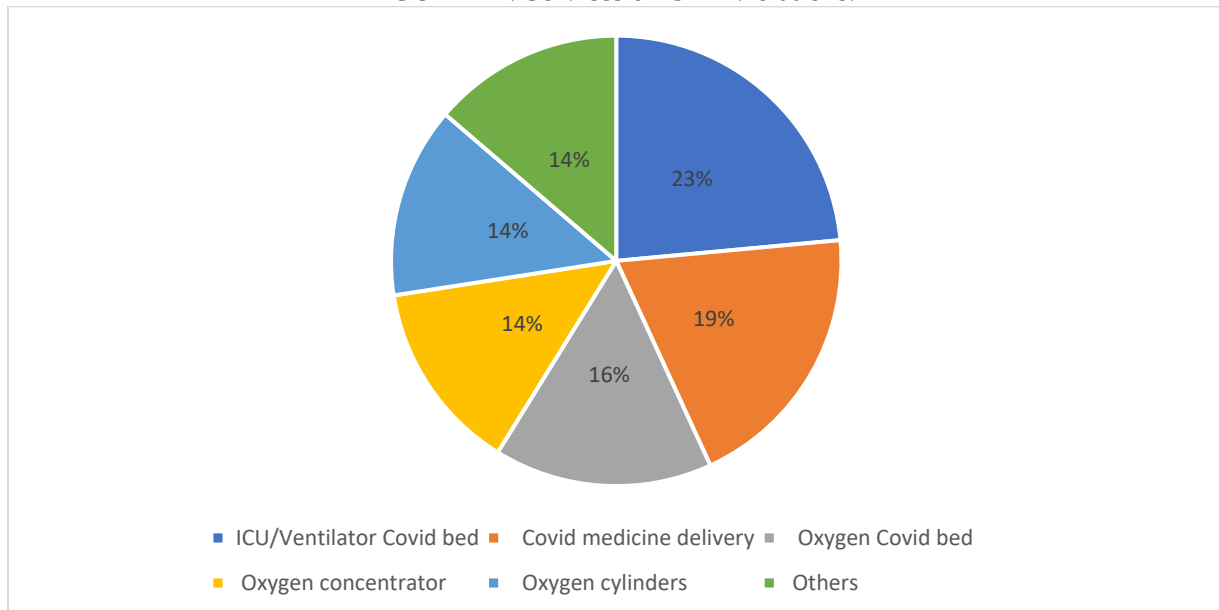
Of all the violations, maximum violations were observed in **Hyderabad (17)** followed by Delhi NCR (08), Bangalore(07), Chennai(05,) Kolkata(04), Others(12). However, in relation to the number of requests received from the city in comparison to the SLA violations, it was observed that the highest percentage of violations were from **Chennai (50%)** and **Bangalore (41.17%)** followed by Hyderabad (36.17%), Kolkata (30.76%) and Delhi NCR (23.52%).

FIGURE X: Location of SLA violations.



The maximum SLA violations were observed in service requests related to **ICU/Ventilator beds for Covid patients (12)**, followed by Covid medicine delivery(10), Oxygen Covid bed (08), Oxygen concentrator(07), Oxygen cylinders(07), Others (07).

FIGURE XI: Services of SLA violations.



CONCLUSION

STANCOMMAND is the centralise command centre that successfully catered to **172 service** request from all over the nation between **May 3, 2021 and June 6, 2021**.

After the complete analysis of the data, it was observed that the agents were able to **resolved 52%** of the total number of requests successfully. The maximum number of requests received in this period, were **medium priority cases** followed by high priority cases. Maximum number of cases were registered from **Hyderabad and Delhi NCR** indicating a higher burden of Covid-19 in these regions.

It was also observed that most Covid-19 affected population struggled with finding **covid beds and oxygen cylinders** as the maximum requests received were for these services. The agents were successfully able to resolve 52% of the total received service requests, however 31% of the rest of the cases were resolved by the customer itself, as most of the customers relied more on the leads provided by a personal contact over the leads provided by our agent. In some cases, the requests were cancelled or resolved by the customer before our agents could revert back with a verified lead. It was also observed that the high cost of services due to shortage of resources was one of the main reasons why customers were hesitant in availing services via leads provided by our agents.

Even though most of the requests were resolved within the designated time period with the average Turn Around Time of **24.3 hours for urgent cases, 20 hours for high priority cases , 23.4 hours for medium priority cases and 12.6 hours for low priority cases**, a total of **53 SLA violations** were observed.

All the requests that landed up with SLA violations were mostly because of unavailability of resources in the areas. Since both SLA violations and the maximum number of cases were from **Hyderabad and Delhi NCR respectively** it indicates that maximum shortage of resources was faced in these two regions, mainly for **ICU/ Ventilator Covid beds and Covid-19 medicine delivery**, as these two were the services with highest SLA violations.

Even though the agents were successfully able to **resolve 52%** of the total requests received, there is a scope of improvement in the **31%** request that was **resolved by the customer**.

- **Service requests-** 172
- **Resolutions Percentage-** 52%
- **SLA Violations-** 53
- **Maximum Service required-** Covid beds, Oxygen cylinders/concentrators
- **Most affected cities-** Hyderabad, Delhi NCR
- **Maximum Shortage faced** – ICU/Ventilator covid beds, Covid-19 Medicine

RECOMMENDATIONS

1. **Database for Resources-** The data analysed indicates that Hyderabad and Delhi NCR faced a higher burden of Covid-19. Before the 3rd wave arrives, a proper database for resources in these two regions should be created, in order to increase the percentage of resolved cases and decrease the number of SLA violations in these areas.
2. **Tie-ups with hospitals-** For the top 5 regions for number of service requests received according to the data, i.e. Hyderabad, Delhi NCR, Visakhapatnam, Bangalore and Chennai, a tie-up with reputed hospital chains should be done in order to assure admission of our client patients for availing covid related ICU/Ventilator beds.
3. **Tie-ups with diagnostic labs-** but I up with diagnostic labs for RT-PCR tests can be done to assure that timely and quality testing service it can be availed by our clients.
4. **Client services cell-** A team off designated agents should be made in order to guide and address the grievance of clients related to cost and availability of resources. The same team should also be able to guide them and console them in case of panic, in order to assure better client satisfaction
5. **Lead Verification Team-** A team of designated agents should be made, who work on extensive lead verification in order to assure no shortage of resources is faced.
6. **Reducing TAT-** The agents attending the calls at the help line centre should be trained in order to register the required information regarding the case in the first call itself. This will avoid multiple calls being made to the client in order to get a clarity of the services required this will also help reducing the Turn Around Time.

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