

Project Title

Distribution of Transport Promotion Codes

Project Lead and Members

Project lead: Eugene Lim Tow Ming

Project members:

- Grace Ong Xing Yue
- Rachel Teo Yuting

Organisation(s) Involved

Singapore General Hospital

Project Period

Start date: April 2020

Completed date: October 2020

Aims

- To distribute large number of unique promotion code with different expiry dates within a short time frame
- To eliminate human error during distribution
- To minimize wastage of expired codes by sending to staff who would utilize them

Background

See poster appended/ below

Methods

See poster appended/ below

Results

See poster appended/ below

Lessons Learnt

Robotic Process Automation can be configured for other repetitive tasks that requires operational efficiency and content accuracy with minimum supervision/attention. With the widespread availability of online services (e.g. marketing/shopping, food delivery, transport etc.), there is increased use of electronic media such as discount codes and eVouchers. This combination of tools can be used in mass staff engagement that involves electronic media.

Conclusion

See poster appended/ below

Additional Information

Innovation does not have to be complex. It can begin with a small step to achieve a simple goal and once confidence is established, the possibilities can be far reaching. Robotics has become increasingly common and it is not as difficult as one might imagine to build a robot on the desktop.

The promotion codes were an appreciation to the courageous SGH staff who persevered in their duties during the worst of the pandemic. Completing the mass distribution within a short window avoided potential anxiety in an already stressed workforce if colleagues received the gift much later than others. UX is paramount and information retained in the handphone allows convenience and accessibility compared to other platforms e.g. email etc.

Project Category

Technology, Automation, IT & Robotics Innovation

Keywords

Technology, Automation, IT & Robotics Innovation, Healthcare Administration, Human Resource, Singapore General Hospital, Robotic Process Automation, FormSG, Transport Promotion Code, Appreciation Gift, Wastage Reduction, Staff Welfare

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Distribution of Transport Promotion Codes

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Human Resource Division

Background

SGH received generous donations of 15,850 unique transport promotion codes worth S\$97,750 in different tranches and from different donor organisations as an appreciation gift to SGH staff fighting COVID-19.

HR was tasked to distribute the promotion codes between April 2020 and October 2020.

Challenges

- 1) Distribute large number of unique promotion codes with different expiry dates within a short time frame:
 - Accurately (i.e. with precision);
 - Efficiently (i.e. using minimum resources); and
 - Promptly (i.e. before expiry).
- 2) Eliminate human error during distribution i.e. unique promotion codes to unique recipients/mobile numbers.
- 3) Minimise wastage of expired codes by sending to staff who would utilize them.

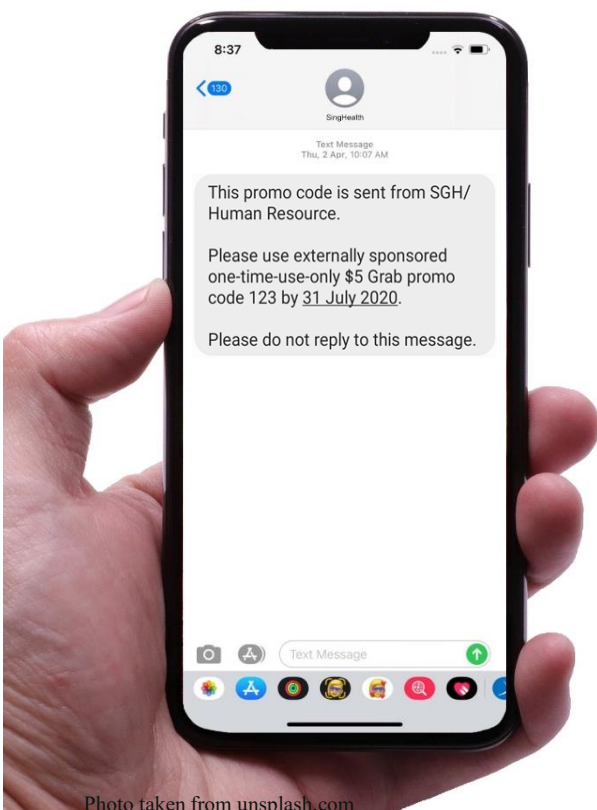
Analysis of Challenge

RPA with Short-Message-Service (SMS) fulfil all 3 distribution criteria (i.e. accurately, efficiently and promptly) better than other dissemination platforms e.g. email, mail, individual staff collection etc. Eliciting staff interest for promotion codes through Form.SG ensures accountability and stewardship of resources by providing promotion codes only to staff who will use them.

Initiatives / Implementation

Leverage on *Robotic Process Automation (RPA)* to perform repetitive and manual task accurately, efficiently and promptly. RPA saves time and eliminates human error. Utilize Form.SG platform to elicit staff interest on promotion codes to minimize wastage for proper resources stewardship.

RPA Process



- 1 Robot reads the distribution excel file to get the mobile number and unique promotion code
- 2 Robot reads SMS template
- 3 Robot types the final SMS in Outlook and send out as an SMS to recipient

	A	B	C
1	EmpID	smsID	PromoCode
2	8xxxxxx	88888888@spage.local	123

Grab

This promo code is sent from SGH/Human Resource.

Please use externally sponsored one-time-use-only \$5 Grab promo code <xxxxxx> by 31 July 2020.

Please do not reply to this message.

To: 88888888@spage.local

Send

Subject

This promo code is sent from SGH/Human Resource.

Please use externally sponsored one-time-use-only \$5 Grab promo code 123 by 31 July 2020.

Please do not reply to this message.

Result

Savings
91%
Saved 80 hours

Robot	Human
8 hours to complete 15,850 codes	88 hours to complete 15,850 codes

Sustainability

RPA program can be configured for repetitive tasks that requires operational efficiency and content accuracy, with minimum supervision/attention. This combination of tools can be used for mass staff engagement that involves electronic media.