

SELCO Solar Installation Project CRM App

Objective:

To develop an app that acts as a **CRM tool** to facilitate **communication** and **coordination** between **SELCO** and **25,000 government hospitals** regarding **solar installations**. The app will include features like **real-time chat**, **automated notifications**, and **issue tracking** to streamline communication and project management.

Project Overview

- **Product:** A CRM app for hospitals and SELCO communication during solar installations.
 - **Timeline:** Expected **2 years** (tentative).
 - **Audience:** **Staff, doctors, and biomedical engineers** across **25,000 government hospitals**.
 - **Metrics:** Use **RICE** during product development and **MOSCOW** post-launch for **prioritization** and **refinement**.
-

RICE Framework

1. **Reach:**
 - Measures the **number of hospitals impacted** within a specific time frame.
 - Example: During the **pilot phase**, reach could be set as **200 hospitals in one month**.
 - This will be tracked using **dashboards** integrated with the app.
 2. **Impact:**
 - Quantifies the **effect of the app** on key hospital stakeholders: **staff, doctors, and biomedical engineers**.
 - Surveys, **in-app feedback forms**, and analytics tools will be used to measure this impact.
 3. **Confidence:**
 - Confidence in the **product launch** based on the quality of data from **reach, impact, and effort** metrics.
 - Expected confidence: **80–90%**, assuming **data-driven decisions**.
 4. **Effort:**
 - Quantifies the **resources and time** invested.
 - Example: For the **pilot phase**, **3 person-months** of effort might be required.
-

MOSCOW Framework

1. Must-Have:

- **24/7 customer support** to address app or solar panel-related issues promptly.
- **Trained on-ground personnel** to resolve real-time concerns.

2. Should-Have:

- Strong **relationships** with **hospitals**, especially **doctors and biomedical engineers**, who act as **key decision-makers**.
- Clear and **effective communication channels** to ensure quick issue resolution and foster **trust**.

3. Could-Have:

- A **simple UI/UX design** that meets basic requirements, ensuring quick usage in a **fast-paced hospital environment**.
- Focus on **speed and simplicity** to improve the **Net Promoter Score (NPS)**.

4. Won't-Have:

- Any **unnecessary features** or **complex functionalities** that can slow down user experience in critical healthcare settings.

Key Metrics and Indicators

1. NSM (North Star Metric):

- The **number of hospitals actively using the app** and having **solar panels installed** is the primary measure of success.

2. KPIs (Key Performance Indicators):

- **Daily Active Users (DAU)**: Number of stakeholders interacting with the app daily.
- **Monthly Active Users (MAU)**: Number of stakeholders interacting monthly.
- **Stickiness**: Ratio of **DAU to MAU**, indicating user retention.
- **Session Duration**: Average time spent by users per session.
- **Feature Usage Rate**: Percentage of users engaging with a specific app feature.

3. NPS (Net Promoter Score):

- Formula:
 - Indicates **satisfaction levels** among **hospital staff, doctors, and biomedical engineers**.
 - A high **NPS** reflects successful app adoption and **product** satisfaction.
-

Implementation Workflow

Phase 1: Pilot Testing

- **Goal:** Roll out the app to **200 hospitals** within the **first month**.
- Use **RICE** to measure progress, gather **feedback**, and refine features.
- Collect **feedback** via **interviews, surveys, and app usage data analysis**.

Phase 2: Full Deployment

- Scale the app to **all 25,000 hospitals** within the expected **two-year timeline**.
- Transition to the **MOSCOW framework** for prioritizing app features and support mechanisms.

Phase 3: Post-Deployment Monitoring

- **Continuous Monitoring:**
 - Track **KPIs, NSM, and NPS** to evaluate performance.
 - Use **analytics** to identify **bottlenecks** and areas for improvement.
- **Iterative Updates:**
 - Roll out **periodic updates** to address **user feedback** and enhance features.

Phase 4: Training and Onboarding

- Conduct **workshops**, provide **instructional manuals**, and create **online tutorials**.
- Ensure hospital **staff, doctors, and biomedical engineers** are **well-versed** in app functionalities.

Additional Points of Consideration

1. **Error Tolerance:**
 - **Error correction must be zero** to avoid risks, especially when working with **healthcare systems** where **human lives** are at stake.
2. **Pilot Phase:**
 - Conduct a **small-scale pilot** (e.g., **200 hospitals**) to test the app's functionality and refine based on **user feedback**. Feedback will be gathered via **interviews, surveys, and app usage data analysis**.
3. **Post-launch Monitoring:**
 - Continuous **data collection** to monitor **KPIs, NPS, and user feedback**.
 - **Iterative updates** based on findings to ensure long-term adoption and satisfaction.

4. Training and Onboarding:

- Provide **hands-on training** to **doctors, biomedical engineers, and other stakeholders** through **workshops, instructional manuals, and online tutorials** to ensure efficient app usage and communication with SELCO.
-

Expected Outcomes

1. Improved Healthcare Operations:

- **Reliable power supply** ensures uninterrupted use of **medical equipment and services**.

2. Sustainability:

- Significant **reduction in carbon emissions** through **solar energy adoption**.

3. Efficiency:

- The app streamlines **communication** and reduces **response times** for issue resolution.

4. User Satisfaction:

- High **NPS** and **stickiness metrics** reflect the app's **adoption** and **success**.