E-Connect Prompt and Guide

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At Clipboard Health, we tackle hard problems. We believe the below case is representative of the types of problems you might encounter in the role, and we encourage you to think about these cases from first principles.

Case Study Guidance

E-Connect is a fictional two-sided marketplace that connects emergency service providers (ESPs), such as electricians, plumbers, and locksmiths, with Emergency Customers (ECs) facing immediate and critical issues in their homes or businesses. ESPs are independent contractors and are not employed by E-connect, but rather they are users that offer their services on the platform. Similarly, ECs use the platform, but E-Connect is under no obligation to fill their appointments, which is determined by factors like location, pricing, ratings, etc.

Output for the Case Study

The ideal answer for this exercise incorporates all of the available data and combines them into a well-written and reasoned decision that clearly outlines your thinking, backed by analysis. Please be as clear as possible about **how** and **why** you came to the conclusion. Each case is accompanied by data related to that customer.

Note that both case studies require an email response.

Some key company values that we would like to see and how that manifests in your case

● **Extreme Curiosity & Noticing:**
    ○ Are you able to assess the support interactions and attendance data to make a well-reasoned decision?
    ○ Can you notice clues to issues, get to the root cause, and incorporate these into your decisions?

● **Customer-Centricity:**
    ○ Does your decision balance the customer pain experienced by both sides of the marketplace?
    ○ Do you take this into account when making your decision and can you handle a less-than-ideal experience with empathy?

- **First Principles Thinking:**
  - What is the ideal customer experience, can you start from scratch and build a well-reasoned argument about how these cases should be handled?

Related Articles:

How does Attendance Score Work?
Disputing an Attendance Score deduction

Data Dictionary:

The following are descriptions that may be helpful when interpreting the attendance datasheets:

Code:	Definition
USER_CANCEL	The ESP canceled the appointment
CUSTOMER_CANCEL_FILLED	The EC canceled the appointment.
APP_CLAIM	The ESP claimed the shift on the E-Connect app
APP_VERIFY	The EC verified that the appointment was attended by the ESP.
NO_CALL_NO_SHOW	The ESP failed to show up for the shift
Lead Time	Measures the amount of time between the action and the appointment start time

Note: We kindly ask that you **refrain from using ChatGPT** or any AI tools to draft your responses. With hundreds of applications received each week, AI-generated content is easily recognizable. Submissions identified as AI-generated will result in the immediate disqualification of your application. We value genuine, thoughtful answers and expect applicants to thoroughly review the provided data and respond with care and consideration.

Case study scenarios:
Below are **two** examples of ESPs who are requesting to rejoin E-Connect after previously having their accounts deactivated. You are tasked with evaluating the customer situation and deciding whether to approve or reject the request for reactivation, providing clear reasoning for this decision. Keep in mind that both ESPs and ECs are our customers. You will want to make your decisions based on what you believe is best for the marketplace and **BOTH** sets of our customers.

Case 1:

Date: Sat, Dec 17, 2022, at 3:18 PM
From: Brett (Arizona)
To: E-Connect
Subject: Deactivation

Dear Management,
I am reaching out for hopes to help reactivate my account. I am devastated over being deactivated. E-Connect has helped provide me with extra income for my family. This morning, I had accidentally canceled my appointment this morning not aware of the impact on my account. I was frustrated, I had unexpected car problems & completely forgot to cancel the shift in a timely manner. I was hoping to find alternative transportation for my 6 AM appointment. I understand the the impact of late cancellations for customers and won't do it again. Please consider reactivating my account.
 Thank you

Find data here ➡️ [Brett Resources](#) - Locksmith

Once you've analyzed the data, answer the below questions:

1. Based on all the data provided, would you uphold the deactivation or reactivate the ESPs account?
2. In detail explain your reasoning.
3. Compose an email response to Brett explaining your decision and reasoning.

*A note on time zone: Please note that customer support tickets are time-stamped according to PT (Pacific time). Worker attendance data and DNR data are time-stamped according to UCT (Coordinated Universal Time).

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Case 2:
Date: Sat, Jan 7, 2023 at 12:38 PM
From: Ron
To: E-Connect
Subject: Former Worker

Hello. My name is Ron McClain, and I'm not really getting any help from Customer Support. I need to speak to someone regarding my account. I lost my dad yesterday so I had to cancel my

appointment at the last minute. Who doesn't call in when they lose their parent? Definitely a hard pill to swallow. Now my account is deactivated. I was told to file an attendance dispute, but my dispute got rejected. I am allowed to have bereavement time, and I shouldn't lose my job because of it. I'm currently grieving the loss of my father, and now I have to figure out how I'll feed my kids next week. It's incredibly stressful, and heartbreaking. I am trying to figure out how am I supposed to do my job well when I'm going through something like this. I wasn't in a state to report to work. Please consider reinstating my account.
Sent from my iPhone

Find data here ➡️ [Ron Resources](#) - Electrician

 Once you've analyzed the data, answer the below questions:

1. Based on all the data provided, would you uphold the deactivation or reactivate the ESPs account?
2. In detail explain your reasoning.
3. Compose an email response to Ron, explaining your decision and reasoning.

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