

HELPICA.CH



DigiBP, Spring Semester 2023

Digitalisation of feedback process

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About helpica.ch



- Helpica.ch is a start-up
- Helpica.ch is a multisided platform that brings together:
 - People who cannot perform daily tasks on their own (care receiver)
 - People who offer their support (Helpies)
 - People who book the Helpies (care giver)
- Processes are still very basic
- Tools used are either free or low-cost solutions

**Antonio
booked
through
helpica.ch a
Helpie to fix
his grandma's
light bulb...**





**Job
completed,
Maria called
Antonio to tell
her
experience
with the Helpi**

Contact Us Form



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CONTACT US

SEND NOW

EMAIL

support@helpica.ch

ADDRESS

FHNW – University of Applied Sciences
Northwestern Switzerland
c/o helpica.ch
Beat Obrist
Riggenbachstrasse
164600 Olten

Follow Us:

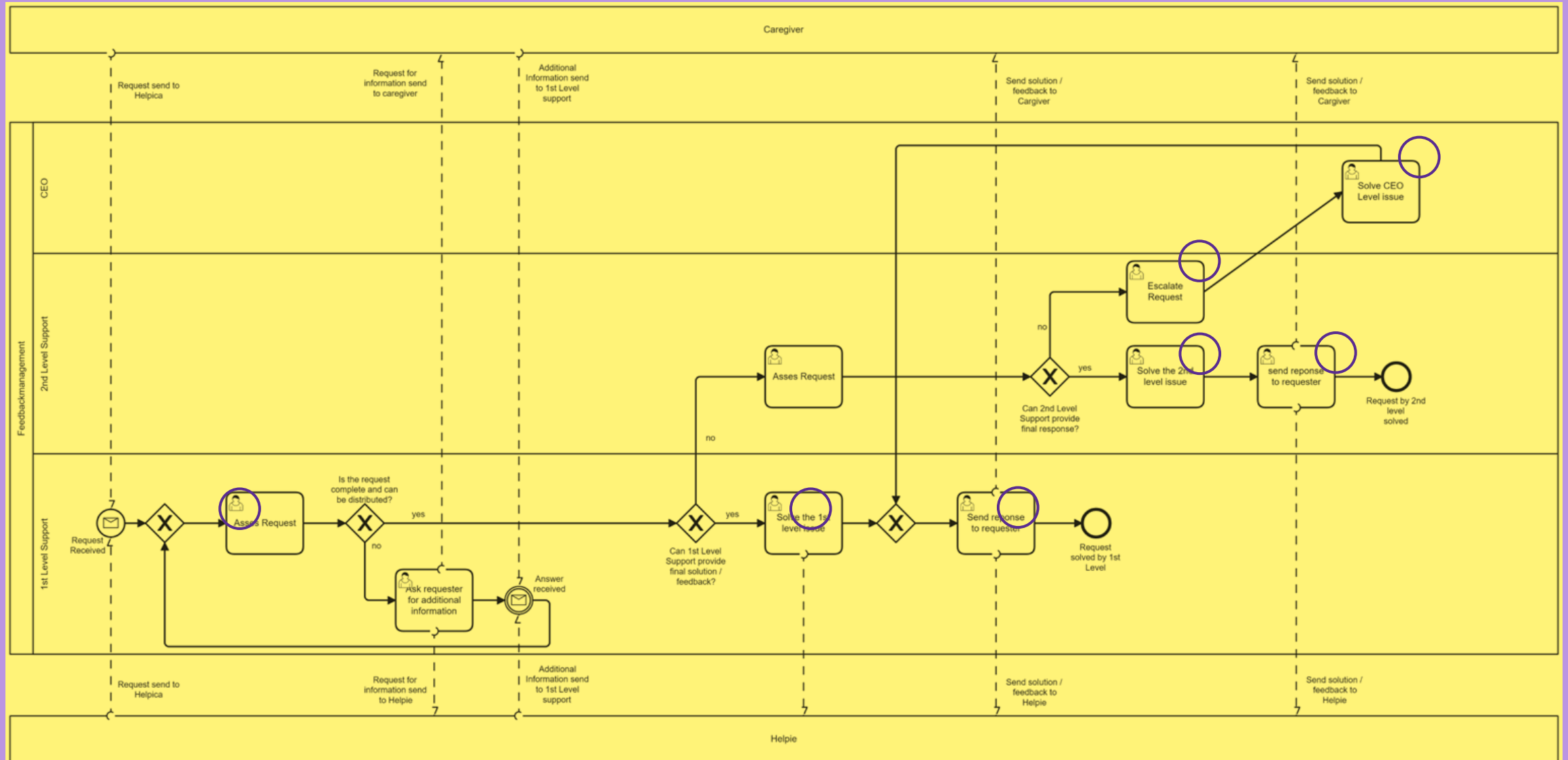


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HELPICA

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As-Is Process



Pain points As-Is Process



Pain Points HELPICA

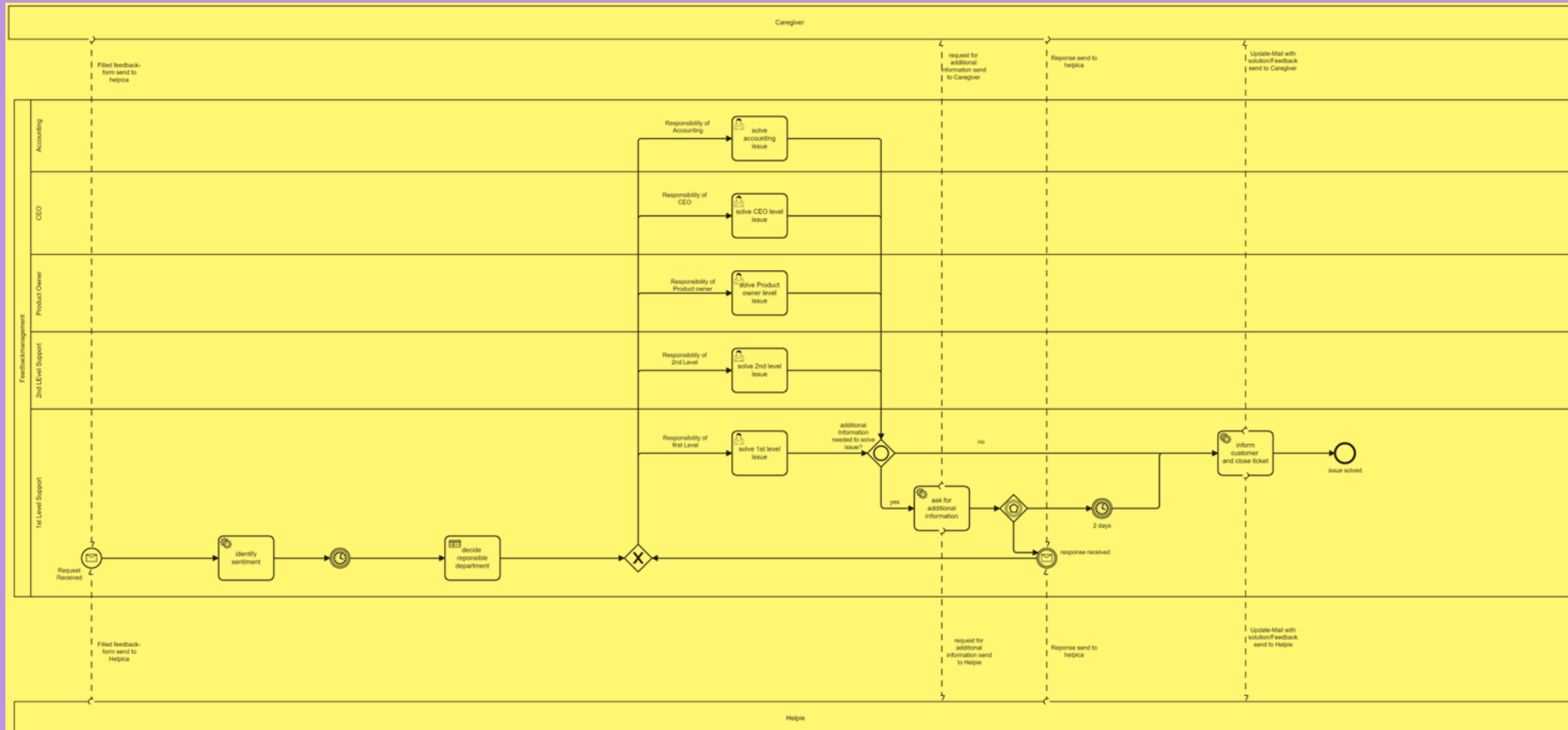
- Everything is done manually
- Unstructured & unsystematic recording of requests
- Error-prone process
- Cost intensive and time-consuming
- Tracking & monitoring difficulties
- Limited scalability



Pain Points Customers

- No confirmation of receiving the request
- Long response times
- Inconsistent service

To-Be Automated Process



Live Demo



A screenshot of a web browser displaying a Google Form titled "Customer Feedback". The browser's address bar shows the URL: `docs.google.com/forms/d/e/1FAIpQLSeKIP_dAECv3xzI8gyYP86R4vz-viQCIktdtfyNE10bBU4B_w/viewform`. The form itself has a yellow background and a header image showing a partial view of a person's face. The title "Customer Feedback" is followed by the text "We would love to hear your thoughts or feedback on how we can improve your experience!". Below this, the email address "helpica.processes@gmail.com" is shown with a "Switch account" link. A disclaimer states: "The name and photo associated with your Google account will be recorded when you upload files and submit this form. Your email is not part of your response." A red asterisk indicates required questions. The first question is "Feedback Type *" with a dropdown menu currently set to "Choose". At the bottom of the form, there is a "Next" button, a progress bar indicating "Page 1 of 5", and a "Clear form" link. A warning message says "Never submit passwords through Google Forms." and a footer note states "This content is neither created nor endorsed by Google." with links to "Report Abuse", "Terms of Service", and "Privacy Policy". The Google Forms logo is at the bottom center. The browser's taskbar at the bottom shows various application icons, a search bar, and system status icons including language (ENG SG), time (00:34), and date (03/06/2023).

Benefits of the To-Be Process



Benefits for HELPICA

- **Case number facilitates the overview**
- **Sentiment analysis helps in the allocation**
- **Time saving in replying as all is automated**
- **Parser reduce the information to the essential**
- **Structured data collection**
- **CI/CD can be incorporated**



Benefits for the Customers

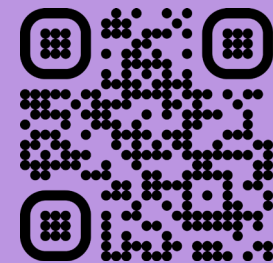
- **Immediate confirmation of the receive the request incl. Case-ID**
- **Quicker handling of the requests**
- **Clarity of the process**

Outlook

- **Error handling in case of faulty e-mail address / full inbox**
- **Process mining is facilitated**
- **Choice to give feedback through a chat bot or the existing form**
- **Chat bot looking into similar cases will give suggestions in the FAQ section**



HELPICA.CH



**We are happy to
answer your questions**

