The logo for Plum, featuring the word "plum" in a lowercase, sans-serif font. The first letter "p" is red, while the remaining letters "lum" are white, set against a light beige background.

Plummeting the cancellation and no show rate

Presented By:

Gayathri Suhas
Yash Jain

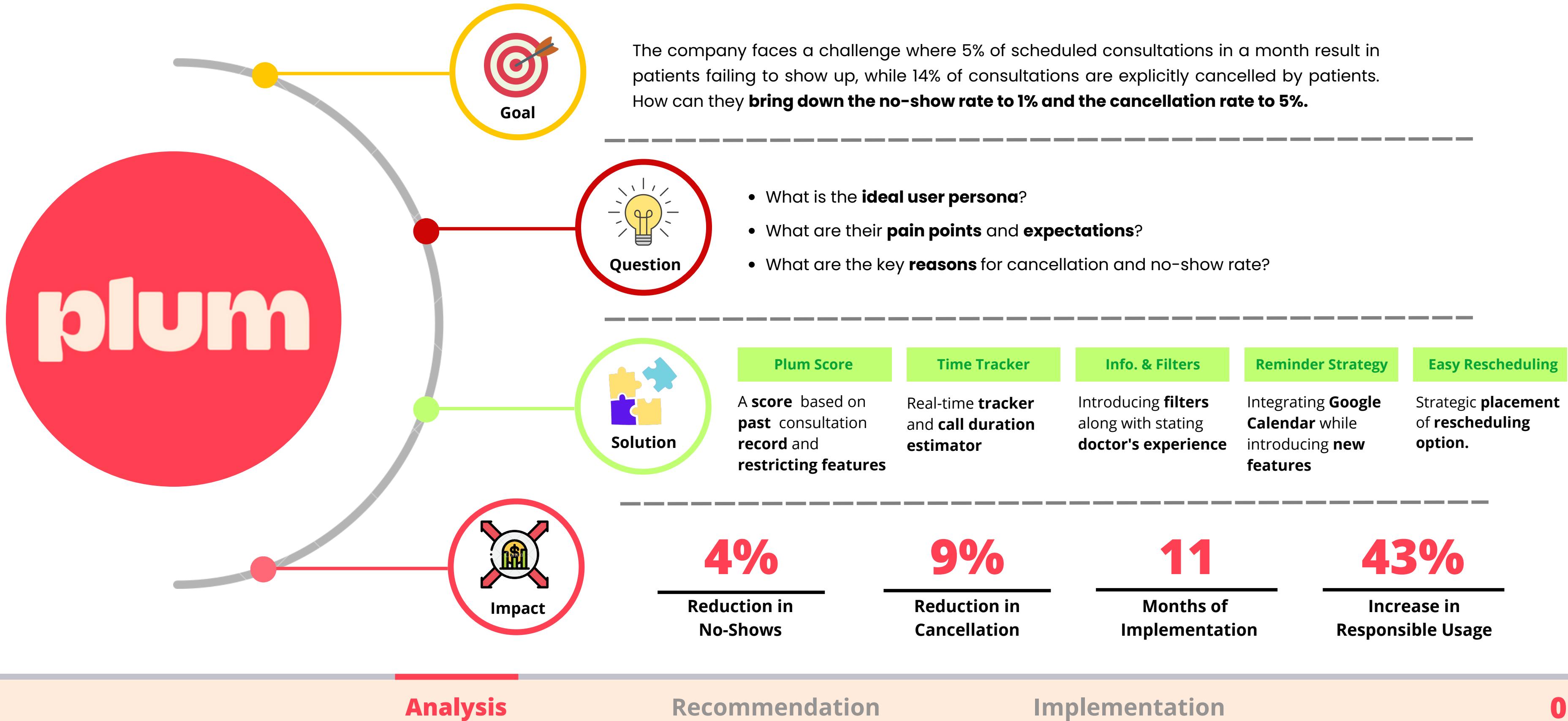


Teardown

Executive Summary

Our pathway towards tackling the problem of cancellation and no-show

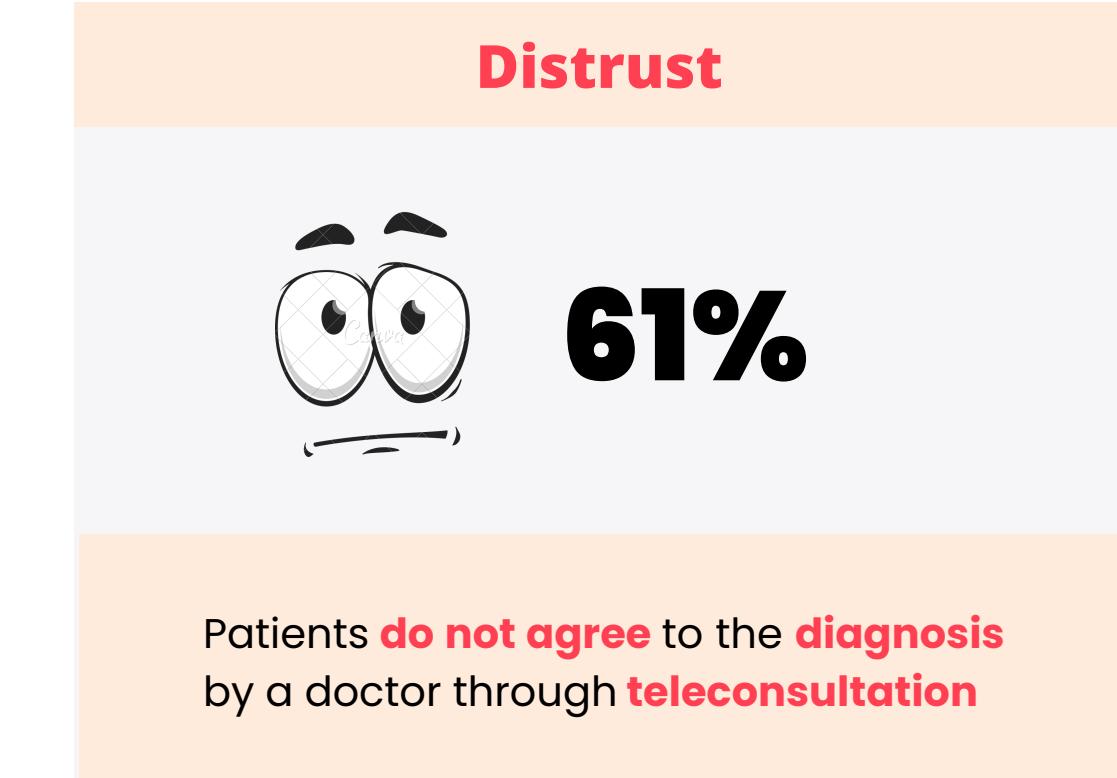
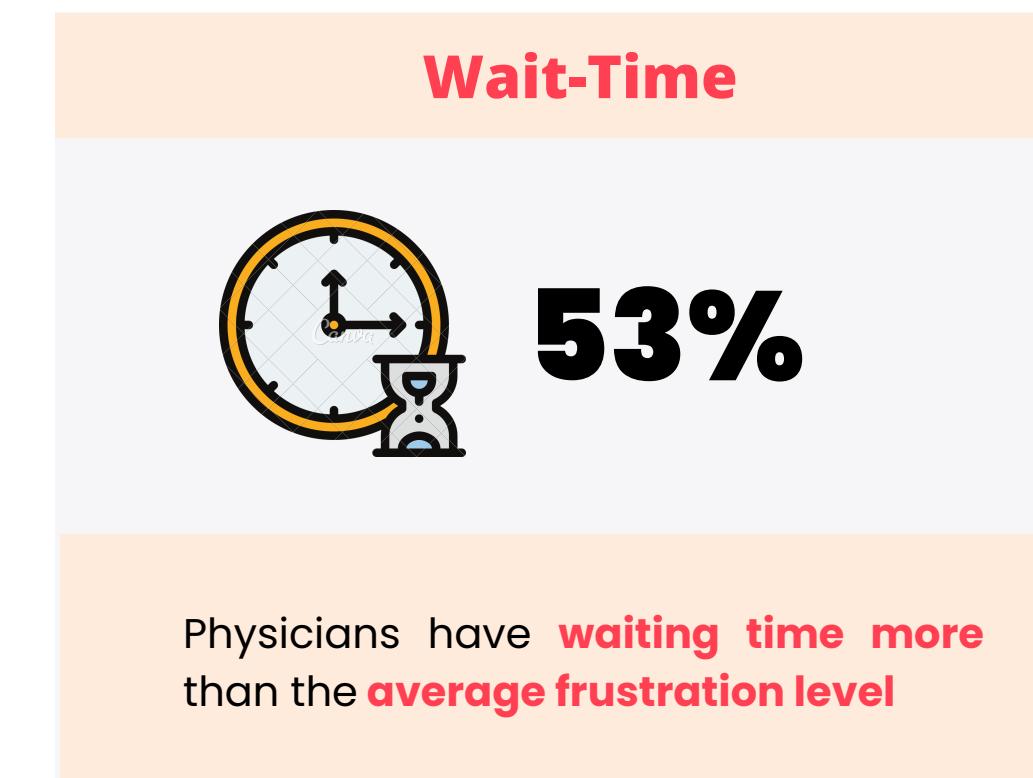
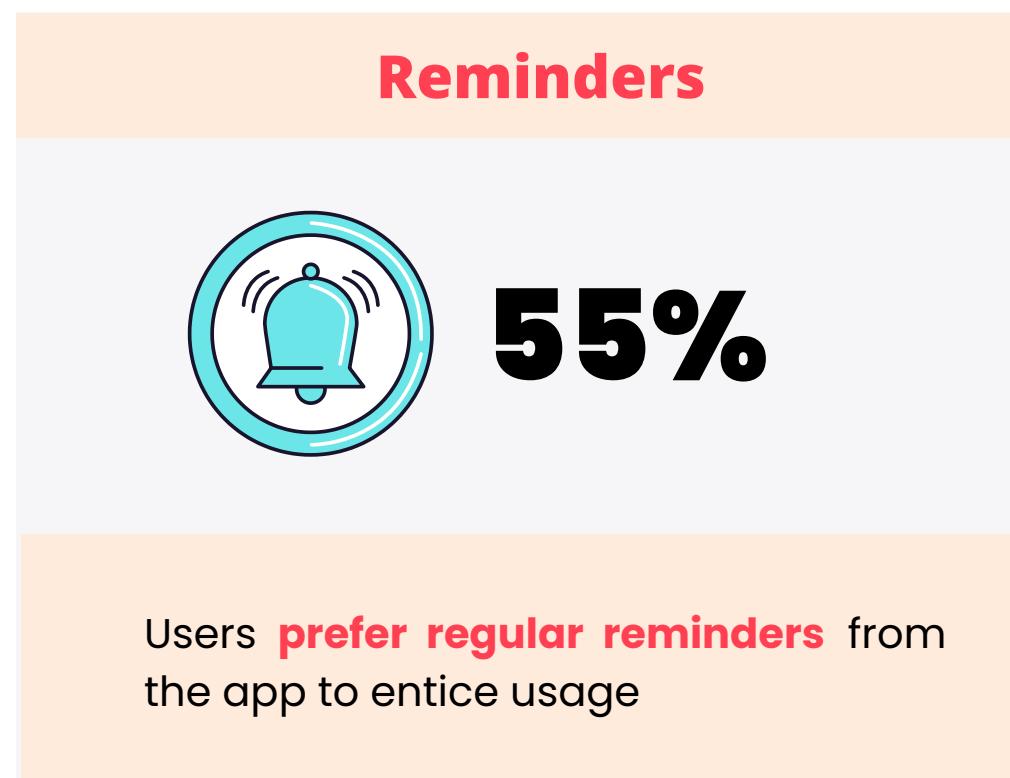
plum



Users of teleconsultation services prefer regular reminders from the application with minimal wait-time and a certain degree of trust with the doctor.

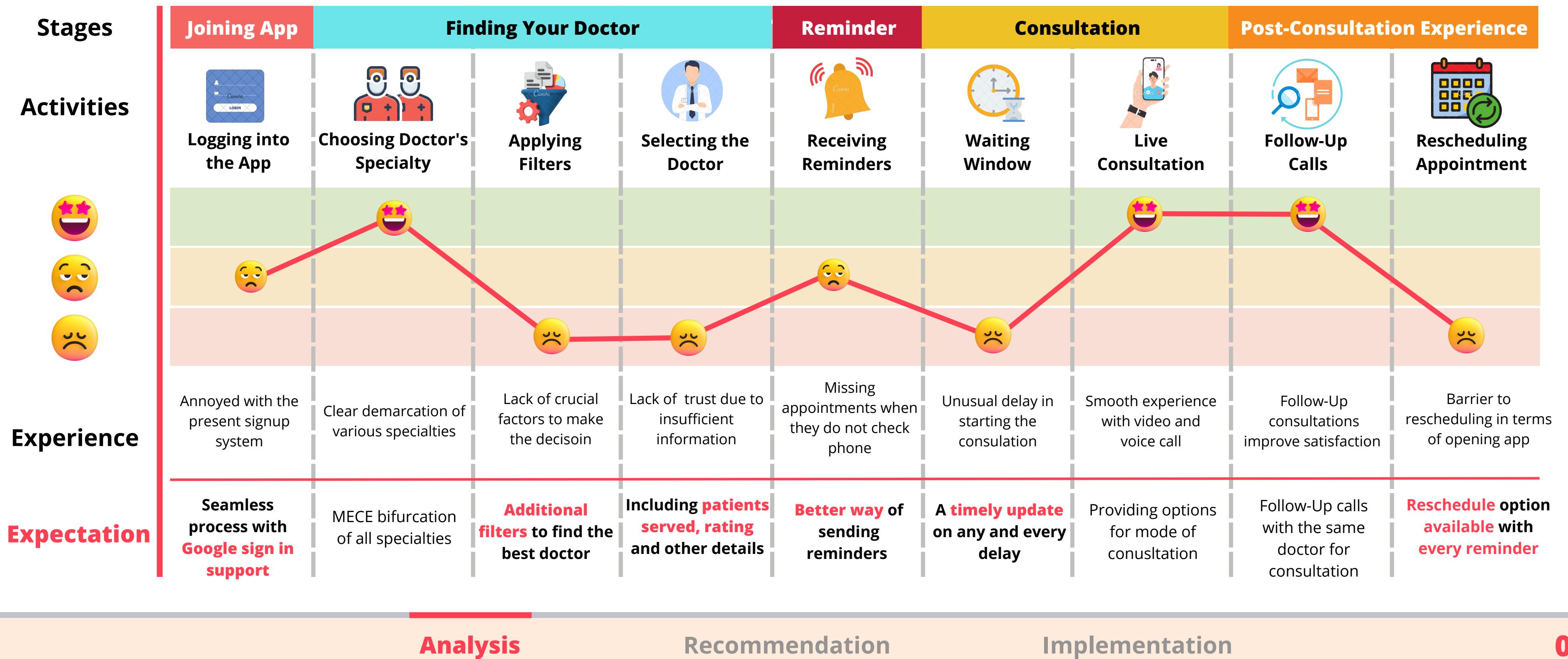
User Persona

1  Convenient Consumer	Description Gen Z and Millennials Age - 18-35 Value: Ease of Use Pain Point Wants the app to minimize efforts and personalize use	2  Busy Bee	Description Working Professionals Age - 22-50 Value: Time over Money Pain Point Wants quick consultation without any unprecedented delay	3  Skeptical Senior	Description Parents of Employees Age - 40-60 Value: Trust Factor Pain Point Wants a certain degree of trust with the doctor
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Finding the right doctor, along with reminders, waiting -time and rescheduling are the key pain points in the customer journey

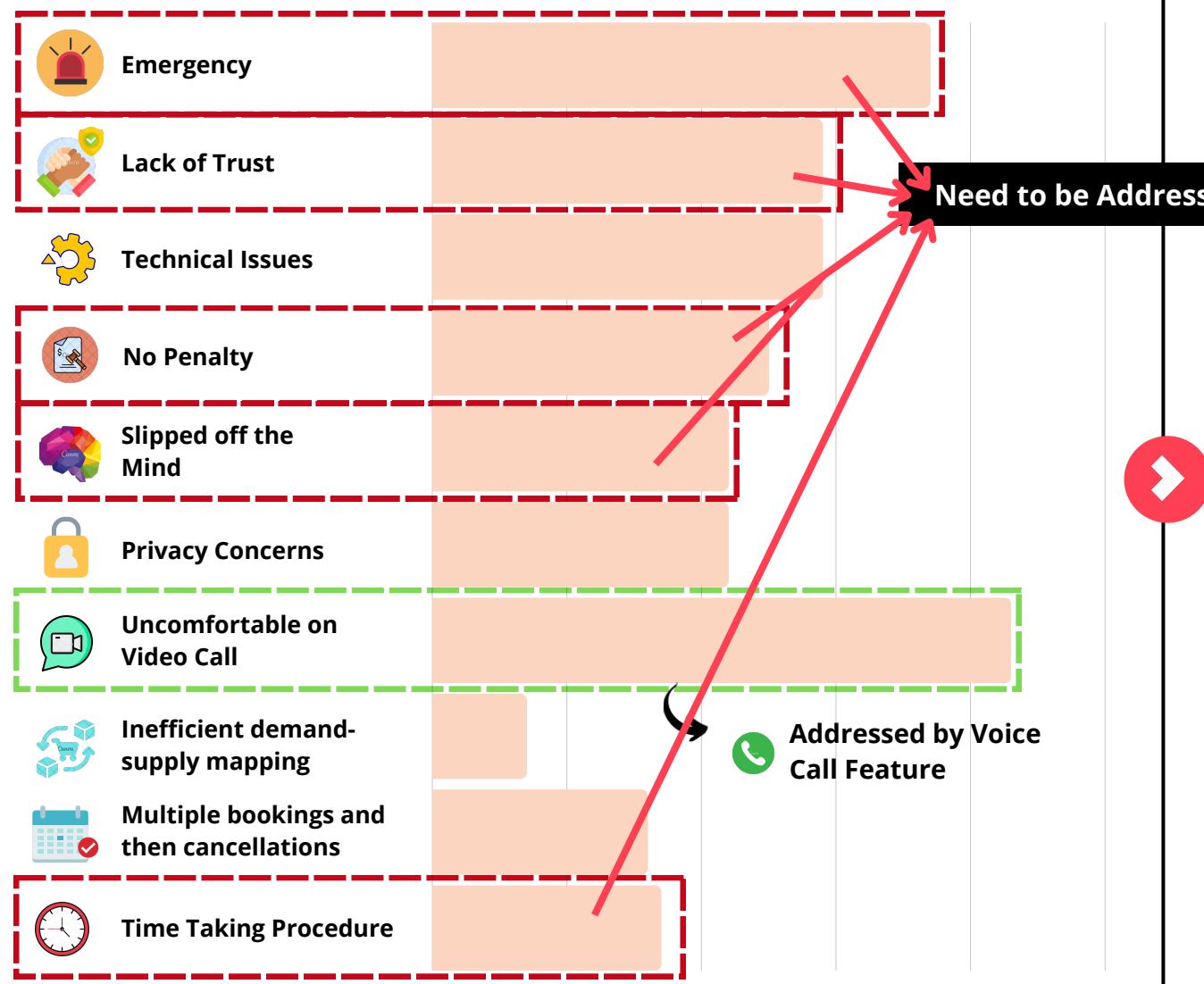
Customer Journey



5 of the 6 major problems faced by users with respect to teleconsultation remain unaddressed by the present product of Plum

Primary Survey - 88 Respondents

Why do you feel patients cancel their teleconsultation appointments?



Based on the primary research, **5 of the 6 major obstacles** faced by the end consumer remains **unaddressed** by the **present product** of the brand.

What does the ideal customer value in teleconsultation?



01

02

03

04

Timely Consultation

The patients are primarily **Gen Z and millenials**, and due to their **fast moving lives** prefer **instant consultation without delay**

Certain Degree of Trust

They prefer **consultation from an experienced doctor** in order to develop certain degree of trust.

Ease of Use / Convenience

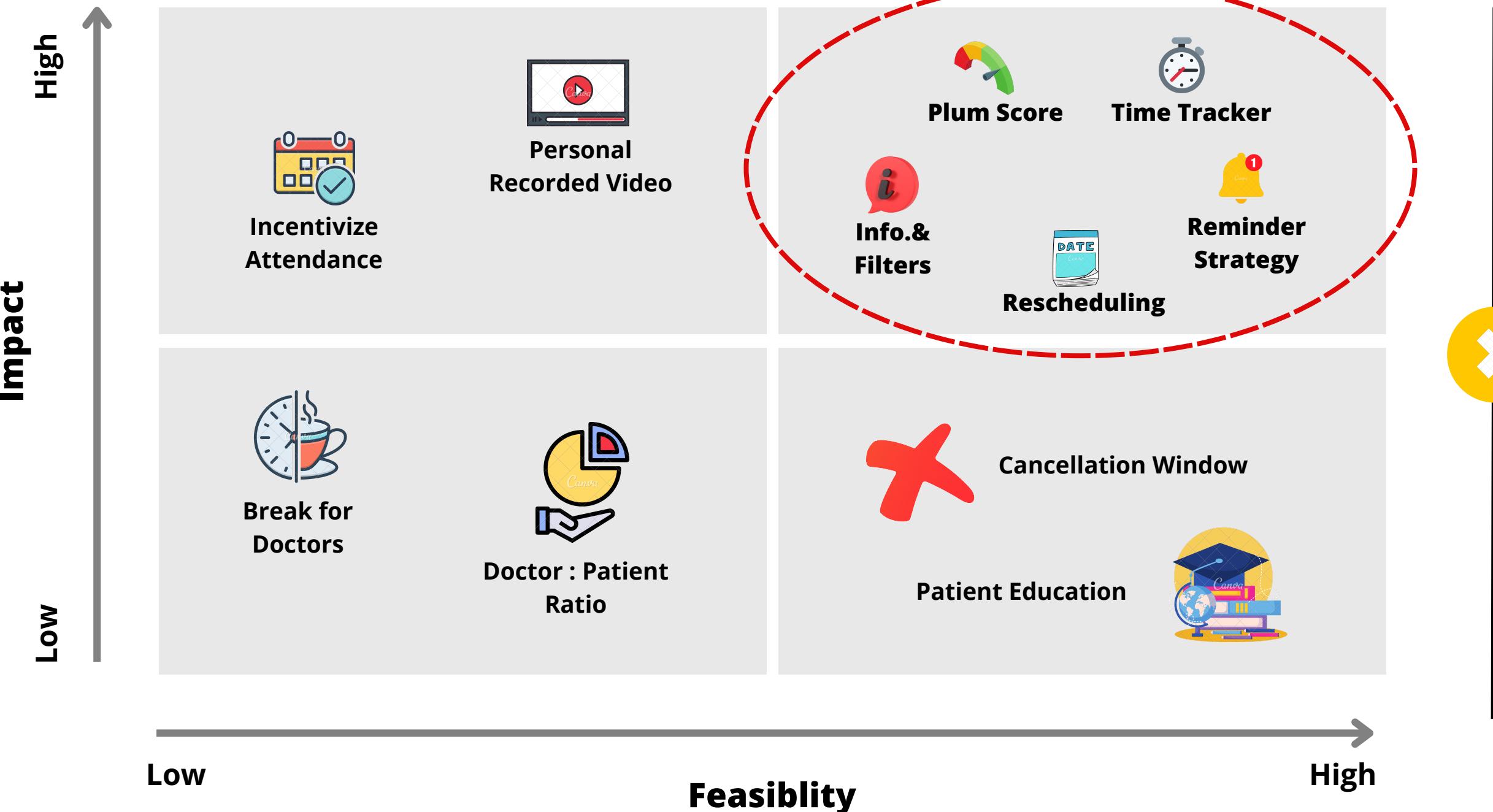
All the **important features** should be **easily accessible** to the user in order to entice them to use it

Regular Reminders

The user **expects** the **app** to **regularly remind** them of the **appointment** so that they do not miss it.

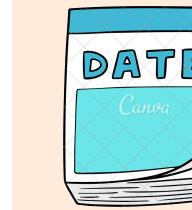
The brand faces key challenge in instilling user discipline given the services are free along with the problems in user journey which are catered by our proposed solutions

Which solution initiatives to pursue?



The E-CARE Solution

Easy Rescheduling
Making rescheduling the go-to-option for all no-shows by strategic placement in notifications and reminders.



Continuous Time Tracker
Real-time tracker and call duration estimator along with regular updates from doctor.



Aggregate Plum Score
Introducing plum score based on user's consultation track record and providing exclusive access to features

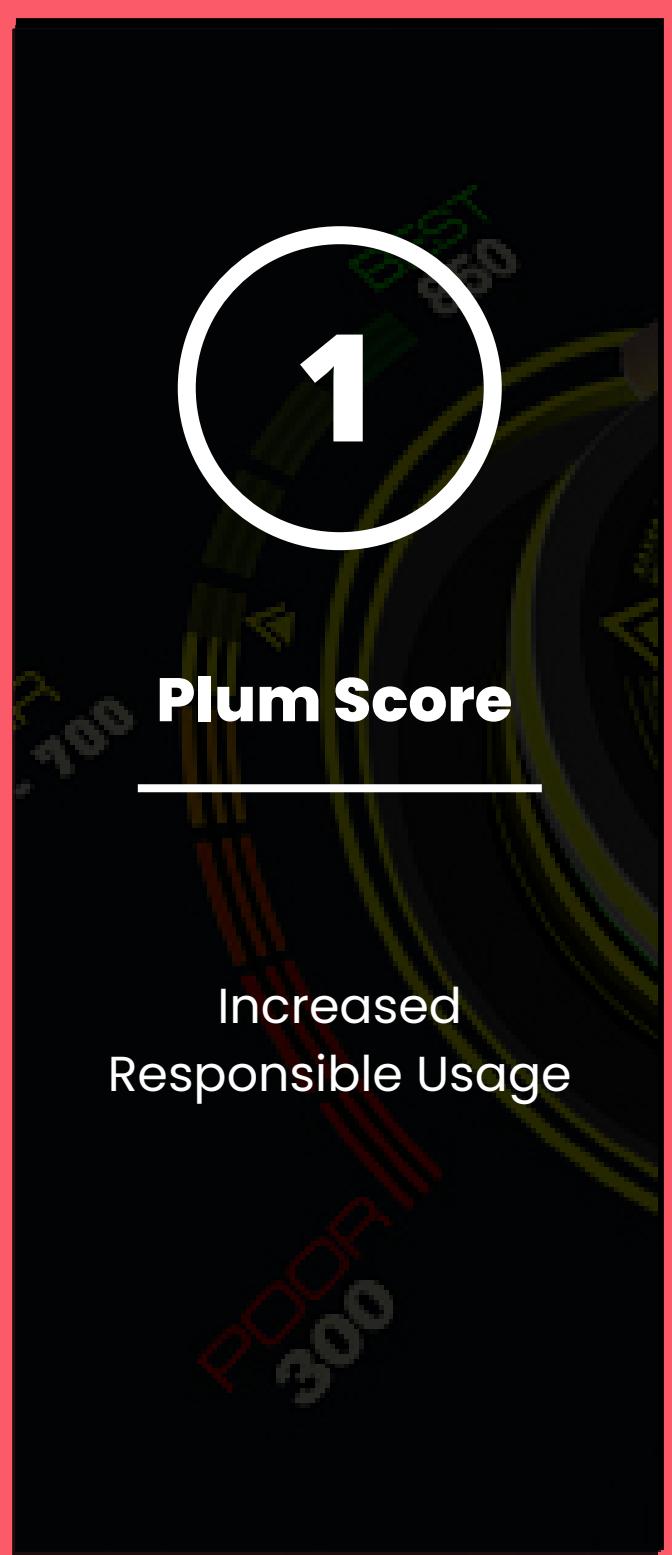


Reminder Strategy
Integration with Google Calendar, Automated Call along with "Remind Your Loved One" option.



Effective Filters and Information
Introducing rating mechanism and displaying patients consulted with doctor's profile and introducing additional filters.

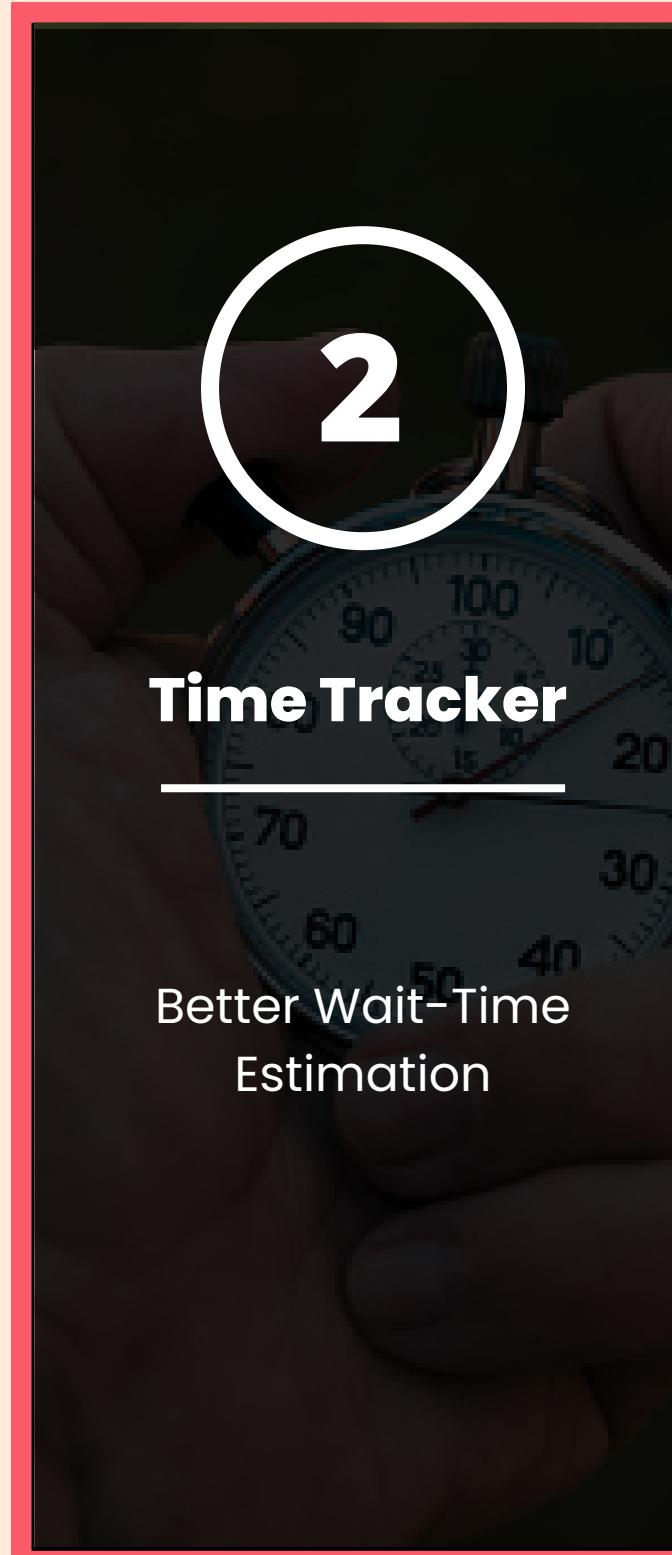




1

Plum Score

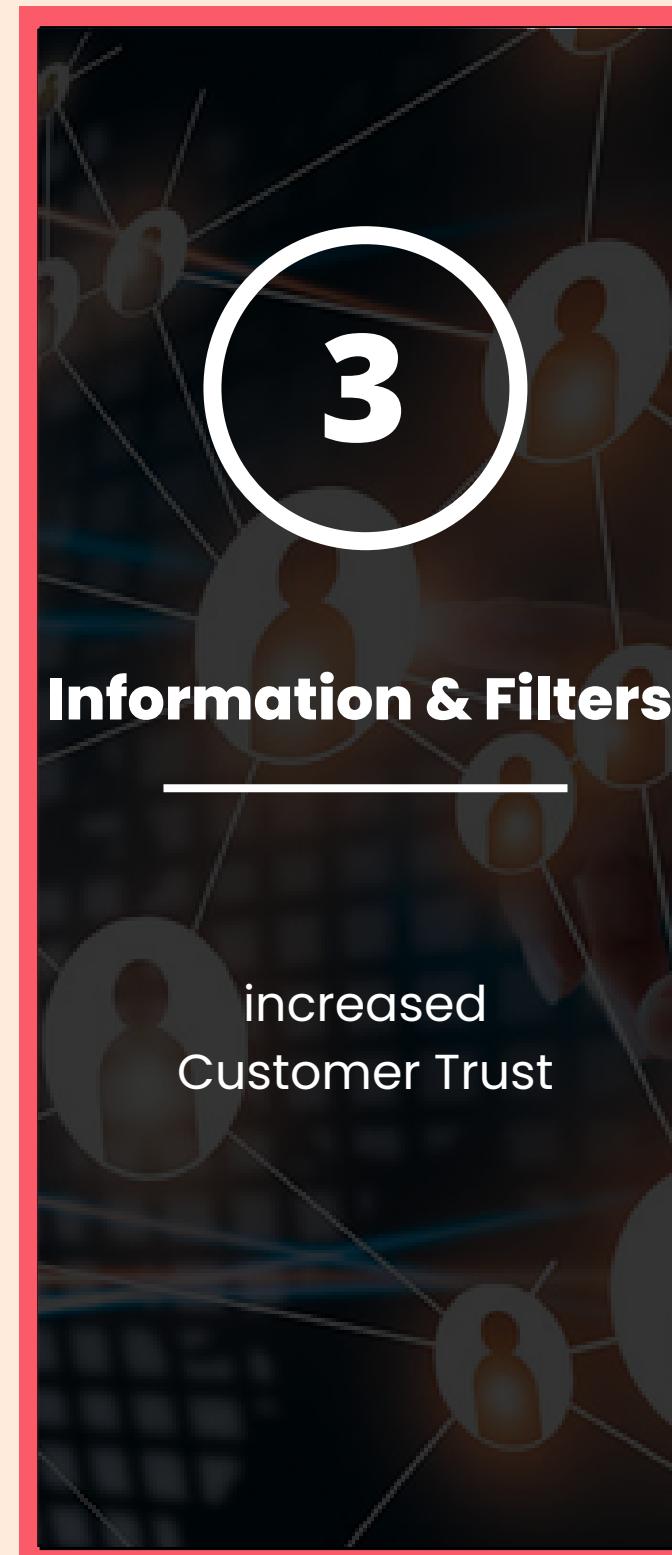
Increased
Responsible Usage



2

Time Tracker

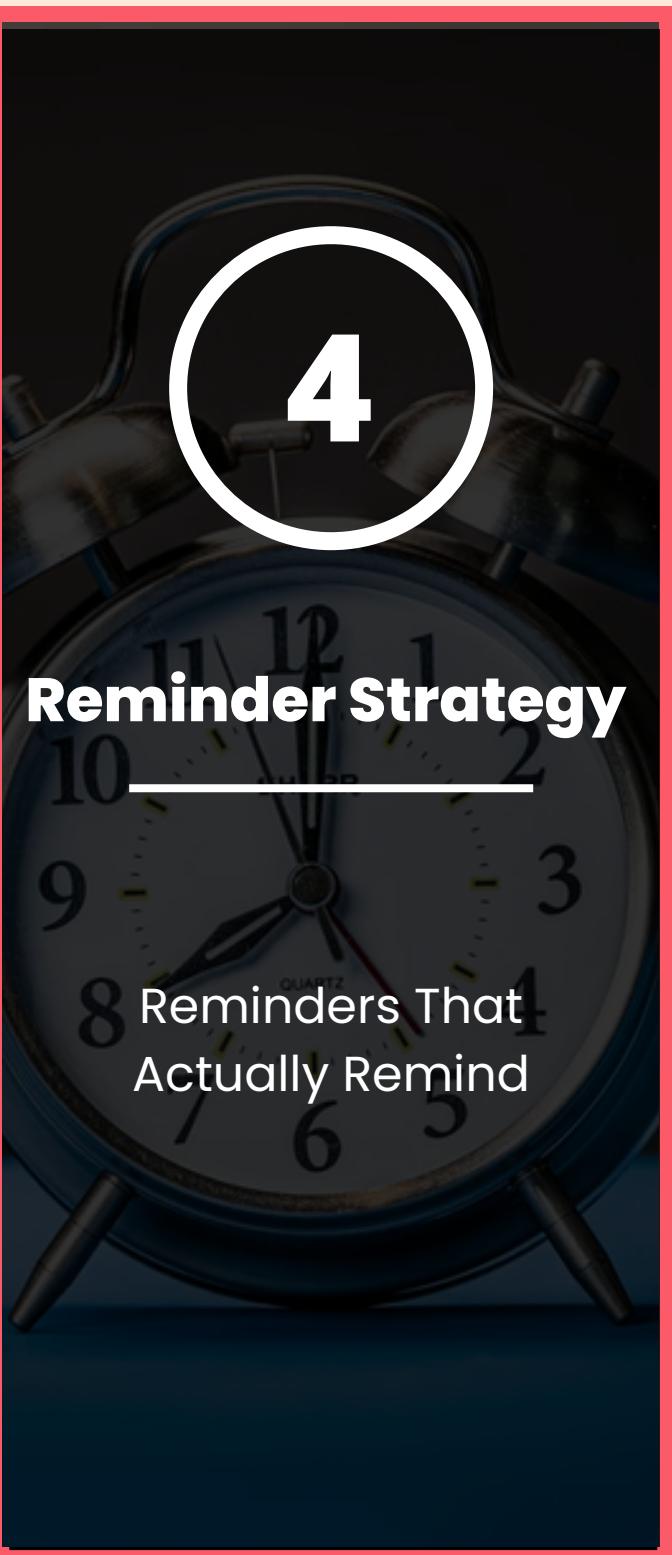
Better Wait-Time
Estimation



3

Information & Filters

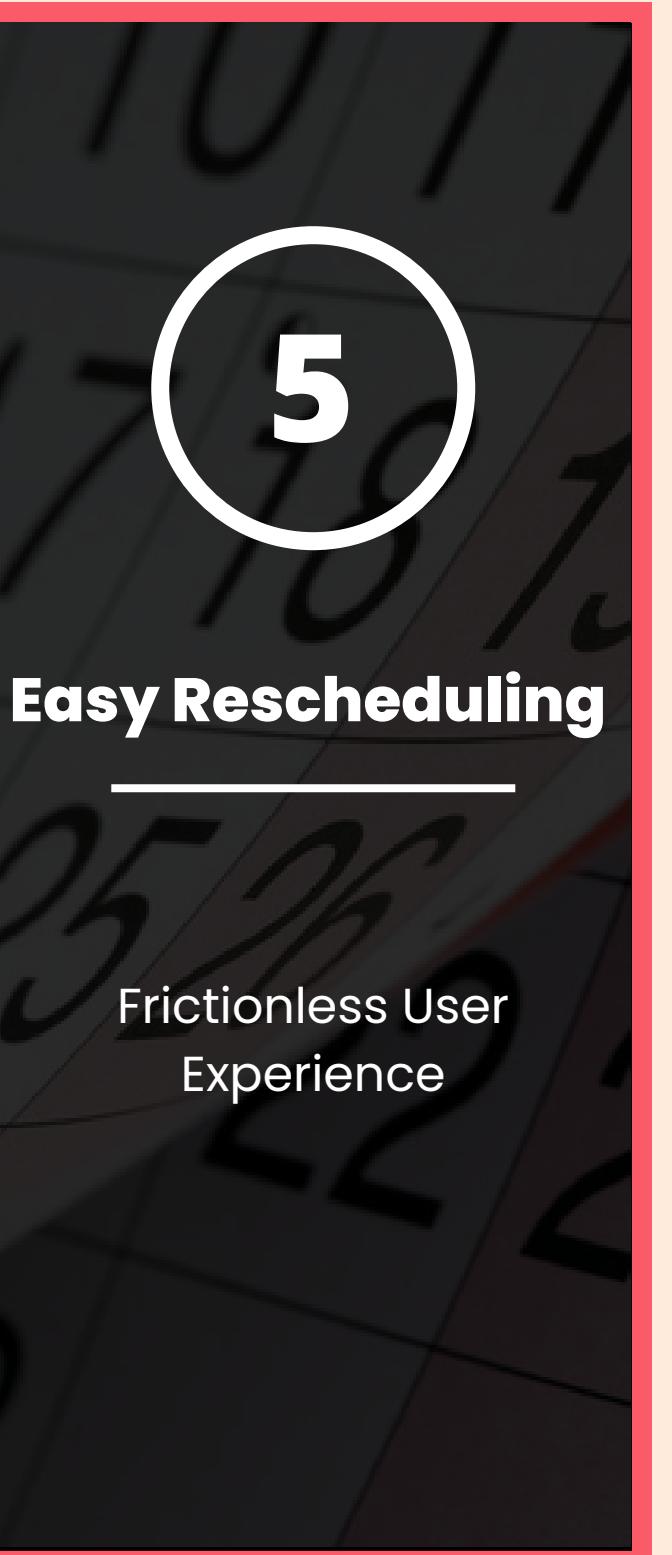
increased
Customer Trust



4

Reminder Strategy

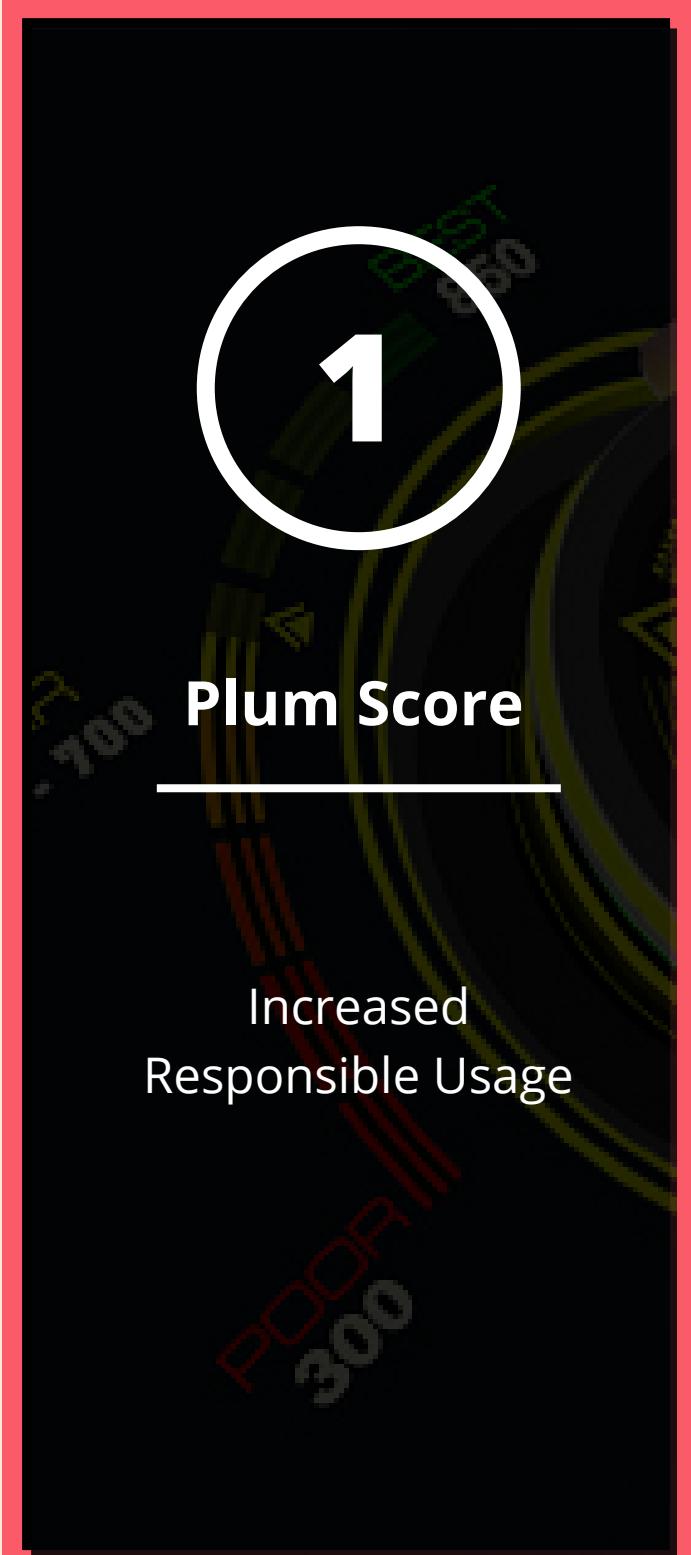
Reminders That
Actually Remind



5

Easy Rescheduling

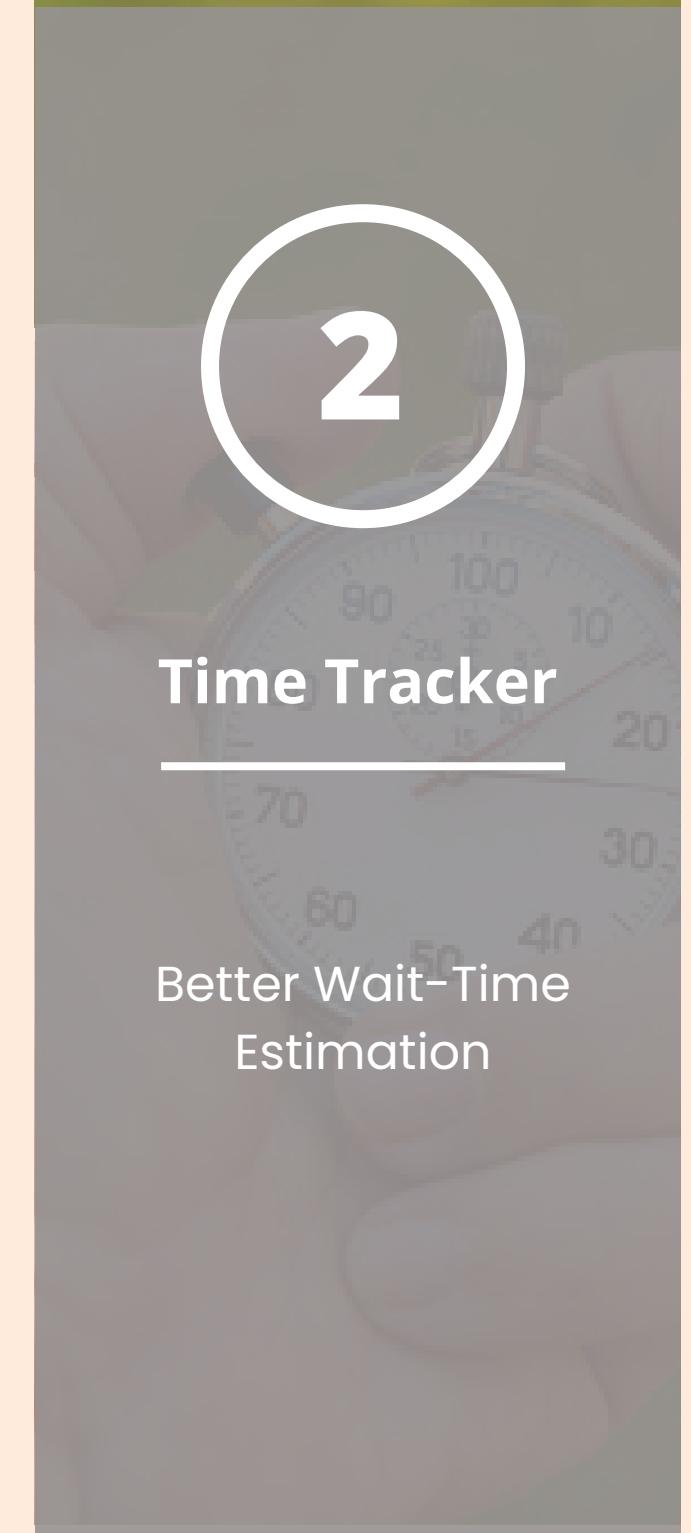
Frictionless User
Experience



1

Plum Score

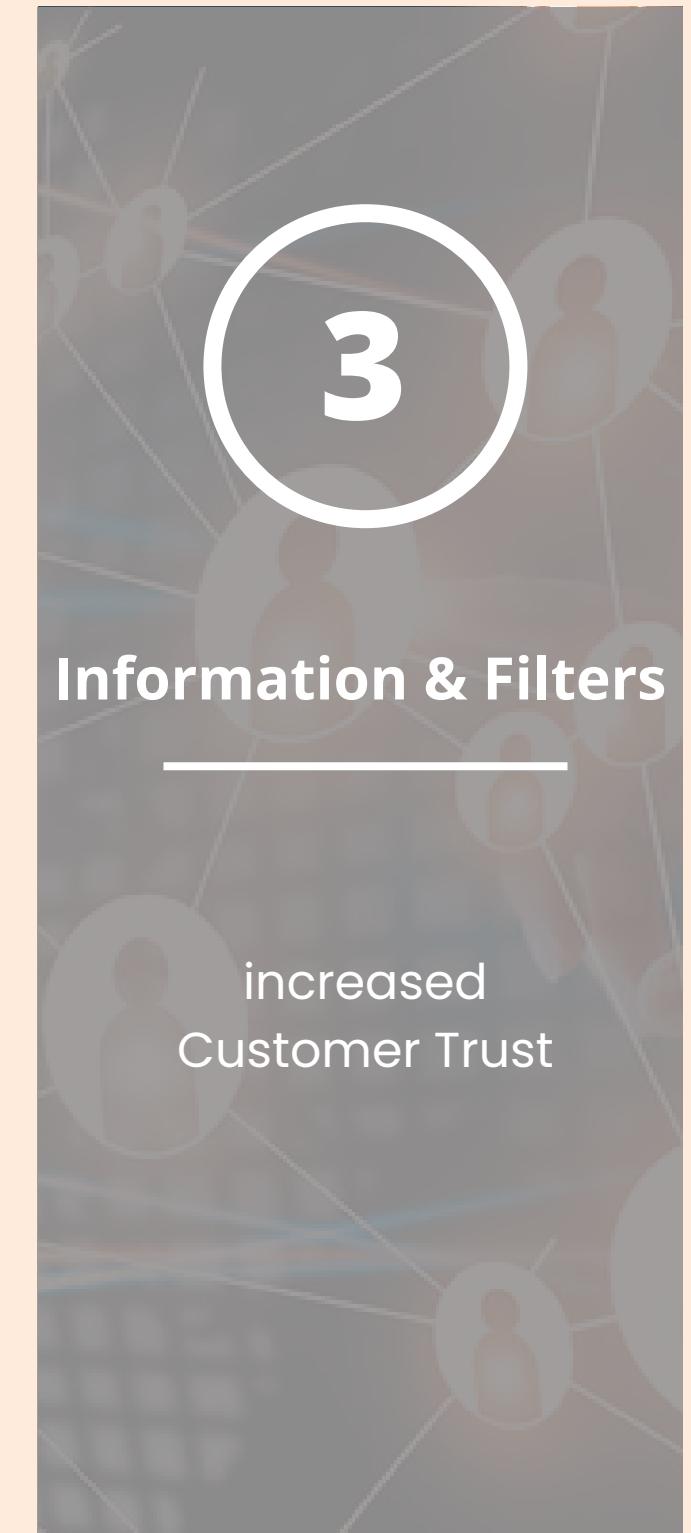
Increased
Responsible Usage



2

Time Tracker

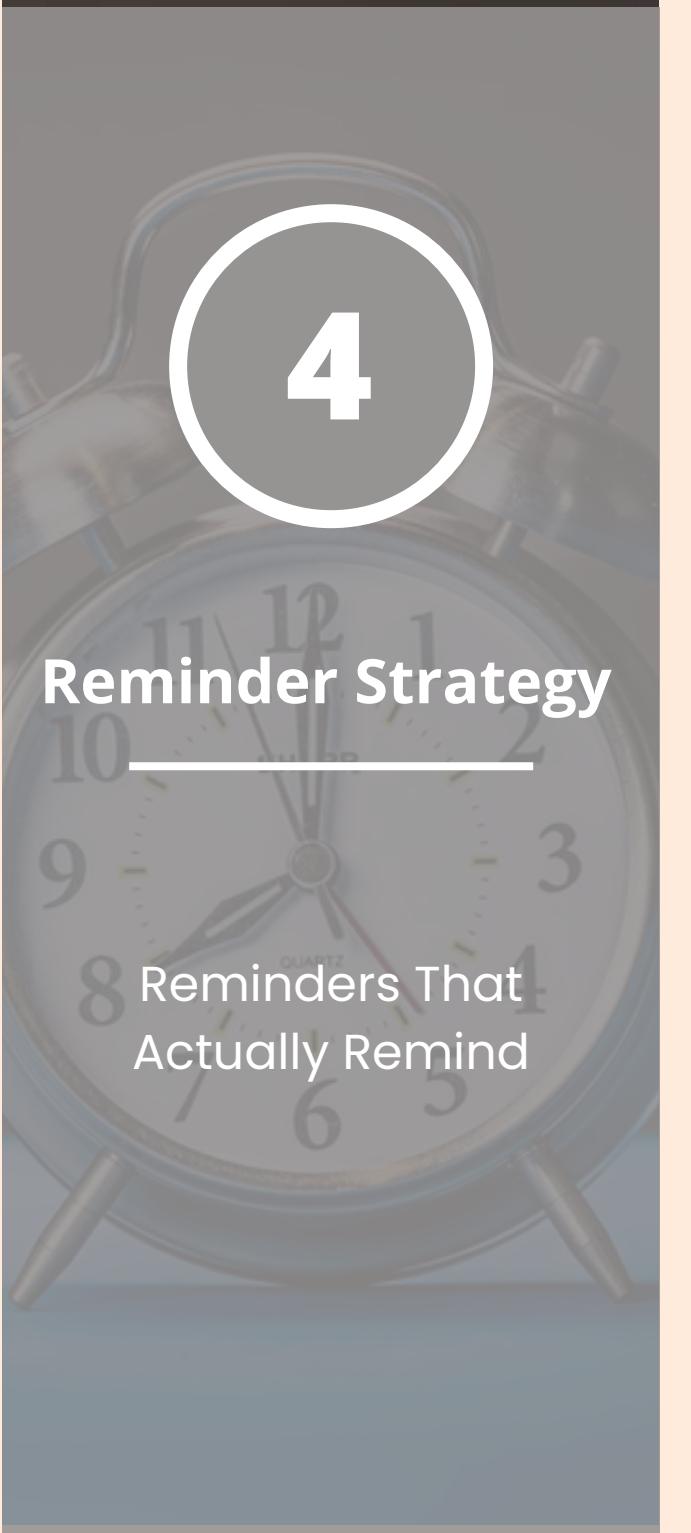
Better Wait-Time
Estimation



3

Information & Filters

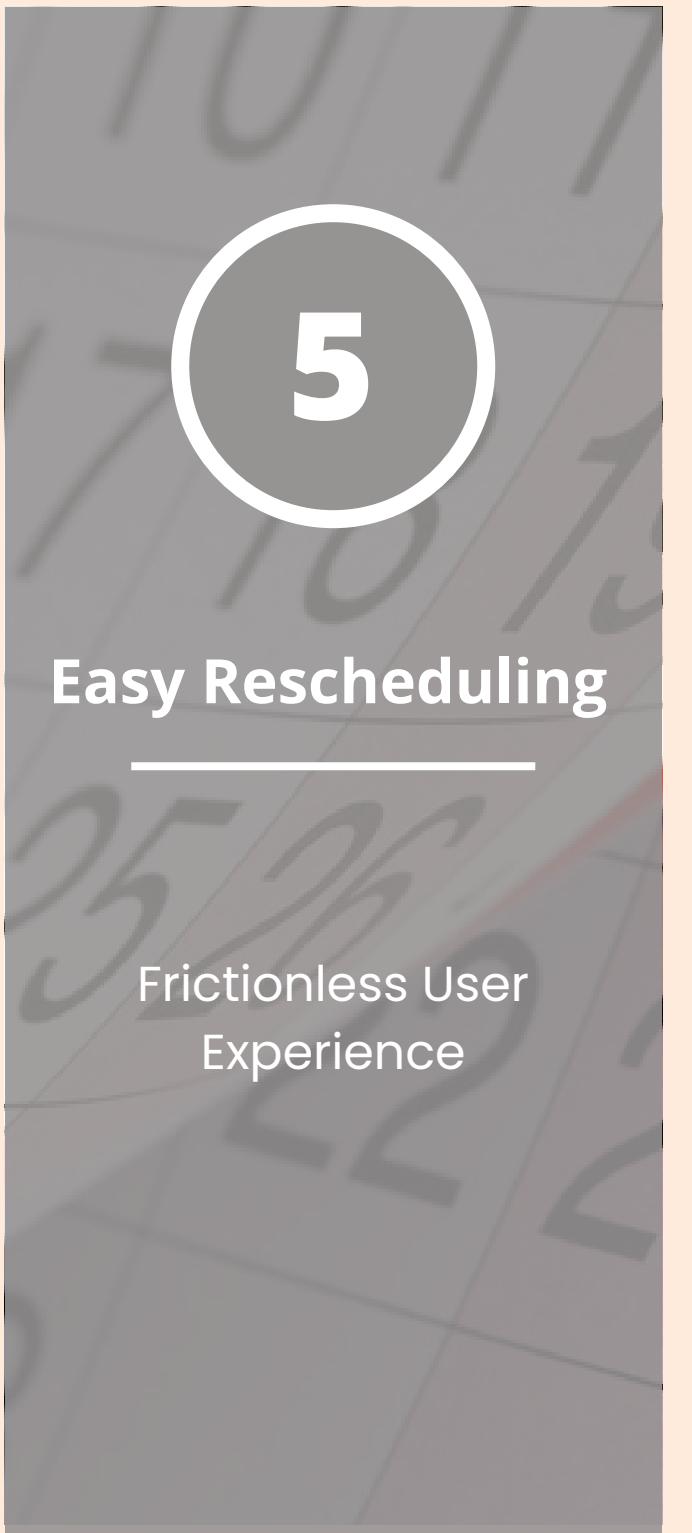
increased
Customer Trust



4

Reminder Strategy

Reminders That
Actually Remind



5

Easy Rescheduling

Frictionless User
Experience

Plum Score: Increased Responsible Usage

Introducing Plum Score, a performance tracker incentivizing responsible usage while restricting access to exclusive features based on the score

The Plum Score



The **absence of monetary transaction** between the **end user** and the **company** makes it **difficult to inculcate** the **discipline** on the users end.

Making Users More Responsible



A **score** for **each user** based on **4 parameters**

- No-shows
- Delays in joining the call
- Cancellations
- Rating given by the doctor

Based on the **score** users are provided **exclusive access** to **more** number of **consultations**, more **follow-up messages** etc., **incentivizing** them to **act more responsibly**

For Consumers

Pain-points solved

- Lack of incentives to avoid no-shows and casual cancellations

Value created

- Exclusive access to feature for proper conduct

For Company

Pain-points solved

- Casual bookings and cancellations due to lack of penalization

Value created

- User discipline and reduced cancellation and no-show rates



North Star Metric

Per User Frequency of "Access Restricted" Pop-Up
Target: Week-on-week decline in the rate



Audience Segment



Convenient Consumer



Busy Bee



Skeptical Senior



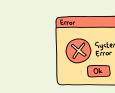
Touchpoints



Profile Page



Icon on Home Page

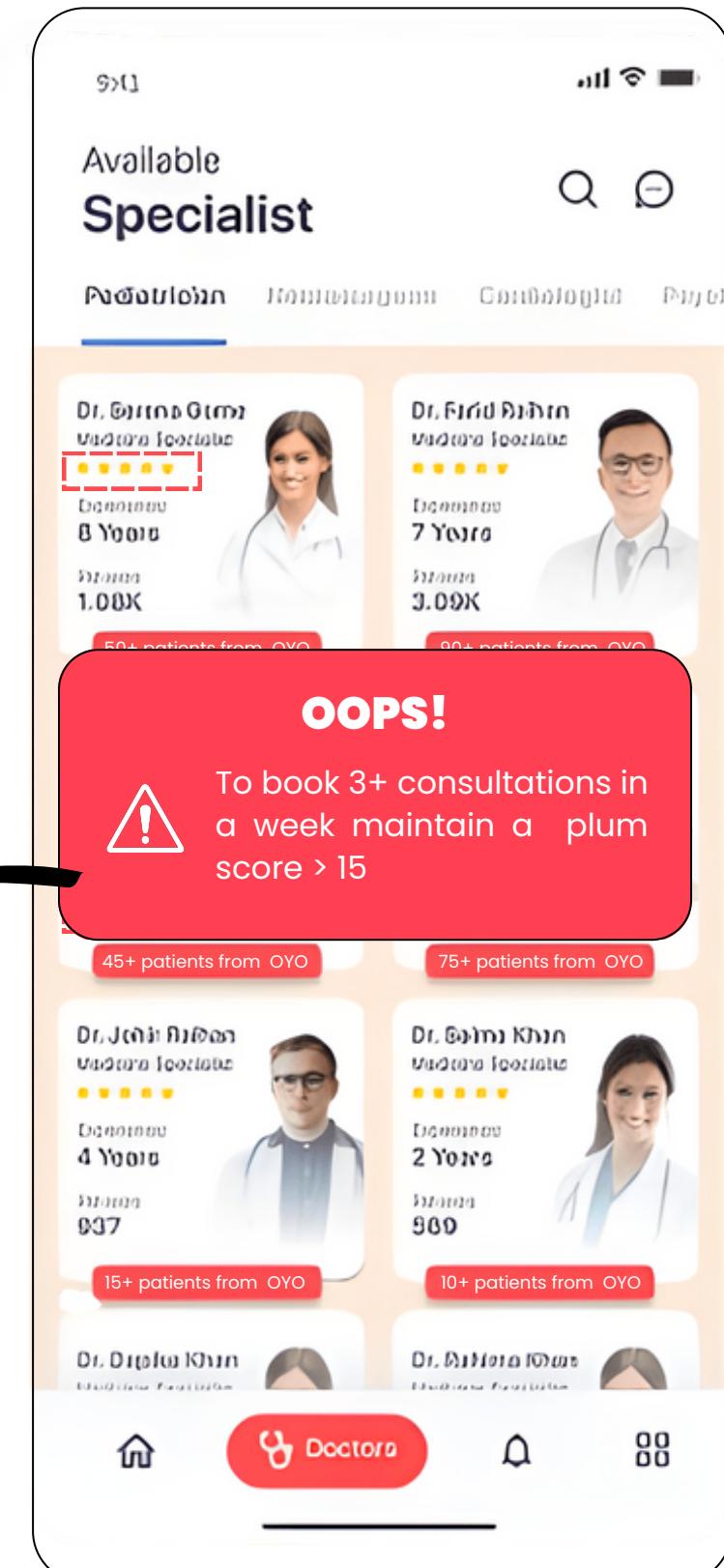
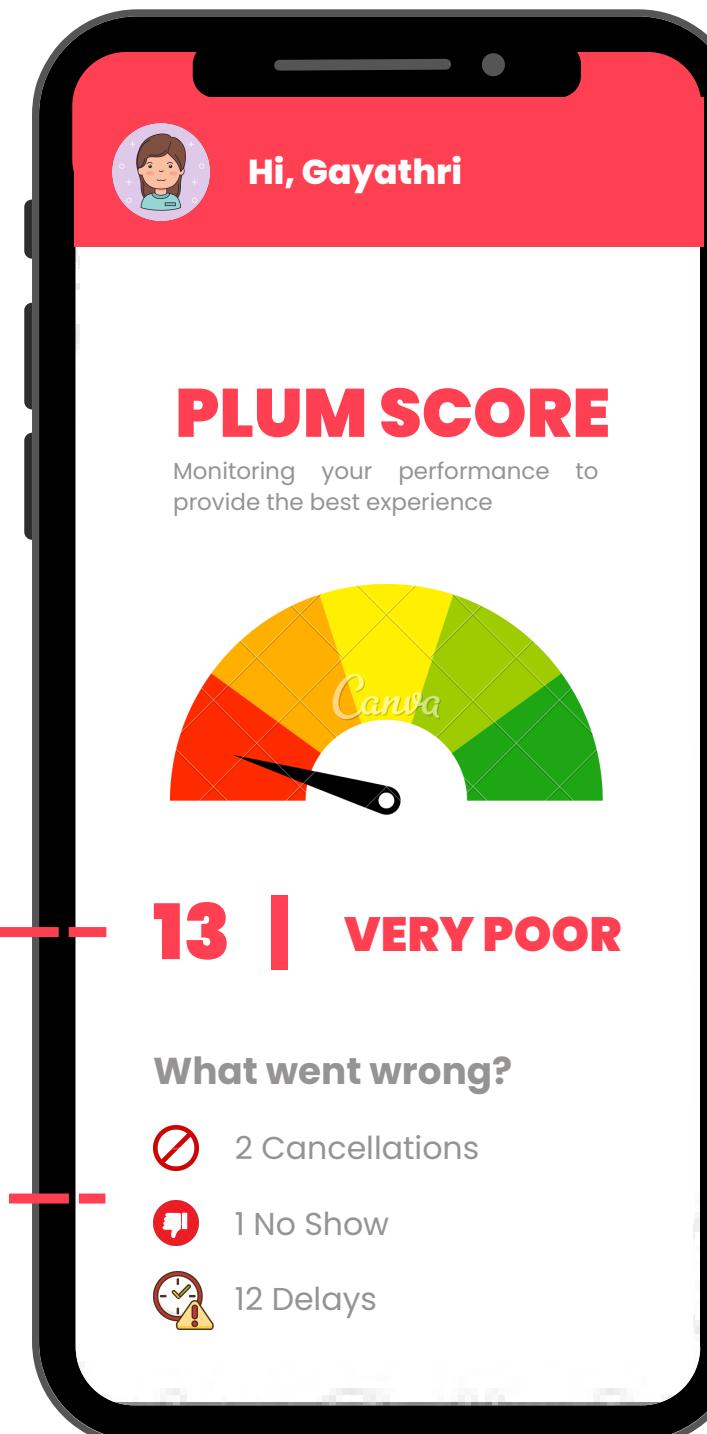


"Access Restricted" Pop-Up

The Plum Score

Click on your profile to check score and understand the restrictions

Understand what went wrong resulting in a low score



1

Plum Score

Increased
Responsible Usage

2

Time Tracker

Better Wait-Time
Estimation

3

Information & Filters

increased
Customer Trust

4

Reminder Strategy

Reminders That
Actually Remind

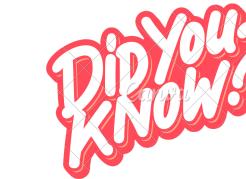
5

Easy Rescheduling

Frictionless User
Experience

Keeping the users in loop by providing real-time update about any and every delay to reduce apprehensions and subsequent cancellations

Time Tracker



86% patients say that if they were **told in advance** about a long wait time that they would feel **less frustrated**.



24% users cancel on commitments over uncertainty as it happens to be one of the six core human needs

Increasing Transparency with respect to Time



Based on **doctor's past consultations**, the AI provides the user with **average call duration** statistics in order to **reduce uncertainty of time commitment**

Patients receive **real-time update** as to **how long** the previous consultation has been **going on** and based on **average duration, what to expect**

Doctors receive a **pop-up** to **mandatorily update patients** about whether they will be **on time or** if there is any **delay**.

For Consumers

Pain-points solved

- Uncertainty due to uniformed delays in appointments

Value created

- Users are updated in real time and informed of any delay

For Company

Pain-points solved

- Cancellation due to ambiguity because of delays

Value created

- Reduced cancellation rate due to more transparency



North Star Metric

Cancellation Rate after Joining the Chat

Target: Declining rate of cancellation



Audience Segment



Convenient Consumer



Busy Bee

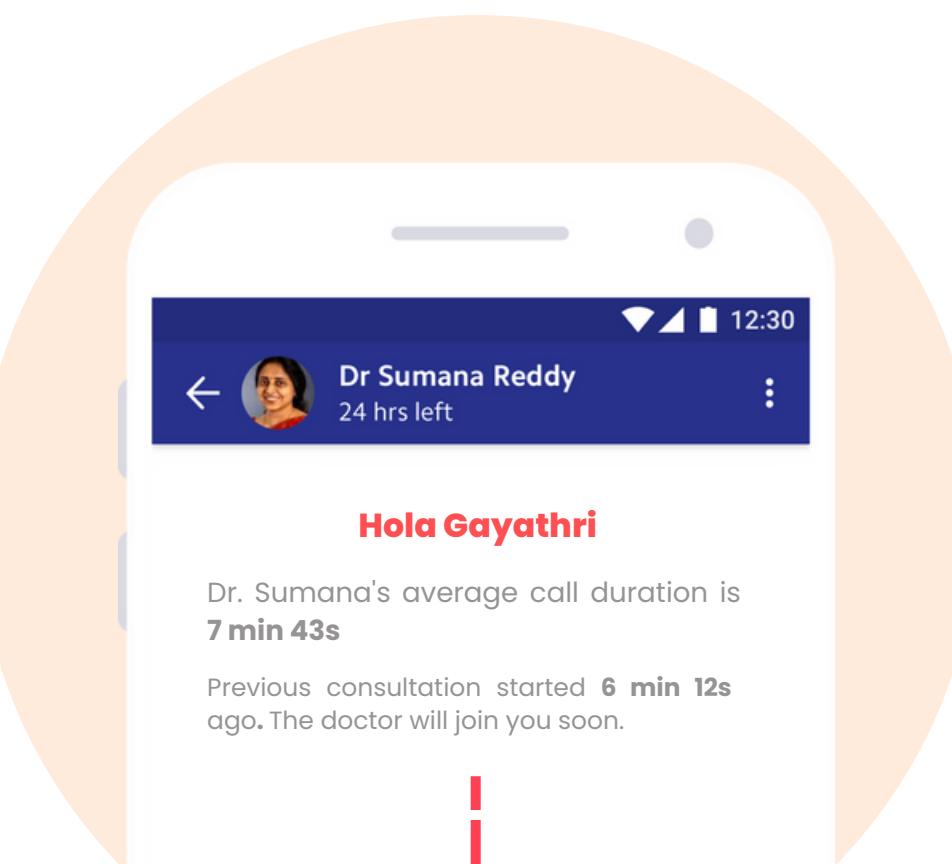


Touchpoints



Pop-Up Message in Doctor's Interface

Time Tracker



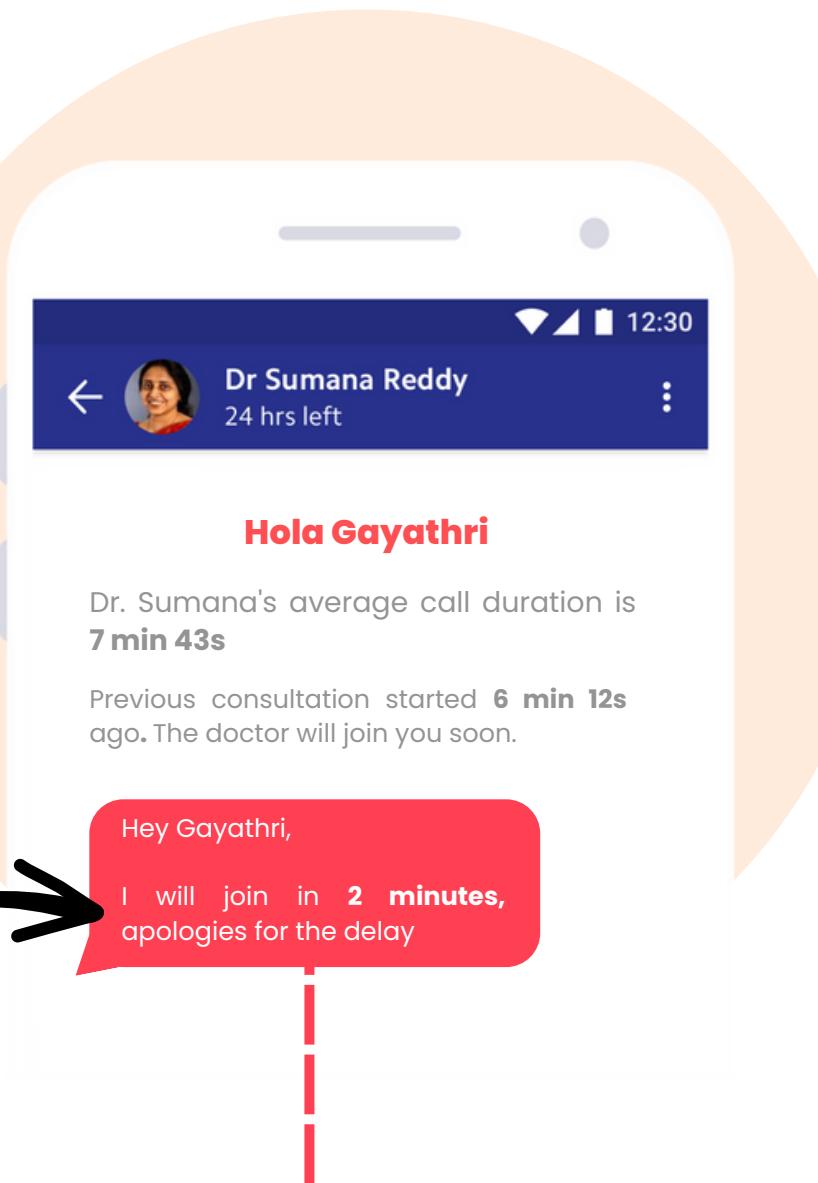
On joining the chat patient is provided **real-time call** duration **updates**



Alert pops up on the **doctor's interface** to **update** the **next patient** about any **delay**, if at all.



The **patient** is instantly **notified** of the **option selected by doctor** and **reduces ambiguity**



1

Plum Score

Increased
Responsible Usage

2

Time Tracker

Better Wait-Time
Estimation

3

Information & Filters

increased
Customer Trust

4

Reminder Strategy

Reminders That
Actually Remind

5

Easy Rescheduling

Frictionless User
Experience

Information and Filters: Increased Customer Trust

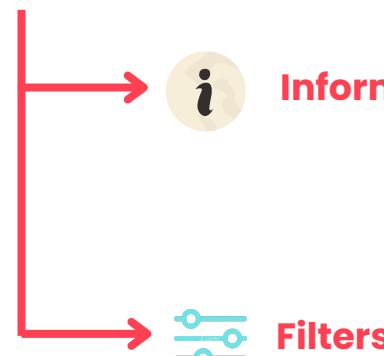
Increasing transparency by providing in-depth information about the doctor's experience along with key social validation factors while introducing effective filters

Building Trust



Patients **doubt** the **credibility** of **doctors** in teleconsultation and was the **third major reason** of **cancellation** in our primary survey

Building Trust through Information and Filters



Information

Increasing transparency by mentioning crucial information

- Number of patients consulted in employees organization to develop personal connection
- Ratings based on past consultation track record
- Years of Experience

Patients can **filter out doctors** based on **proximity** to their residence for any offline follow-up, **# of patients consulted in their organization**, and **ratings**

For Consumers

Pain-points solved

- Lack of trust and credibility

Value created

- Transparency builds a foundation of trust

For Company

Pain-points solved

- Cancellation due to lack of trust and apprehensions

Value created

- Reduction in cancellations and better user experience



North Star Metric

% of Users Using the New Range of Filters

Target: Increase in filter adoption rate



Audience Segment



Skeptical Senior

Parents of Employees
Age - 40-60
Value: Trust Factor



Touchpoints



Mobile Heatmap



Filter Option

Building Trust



Introducing **Doctor Rating System** based on previous consultations.



Disclosing **years of experience** to develop trust

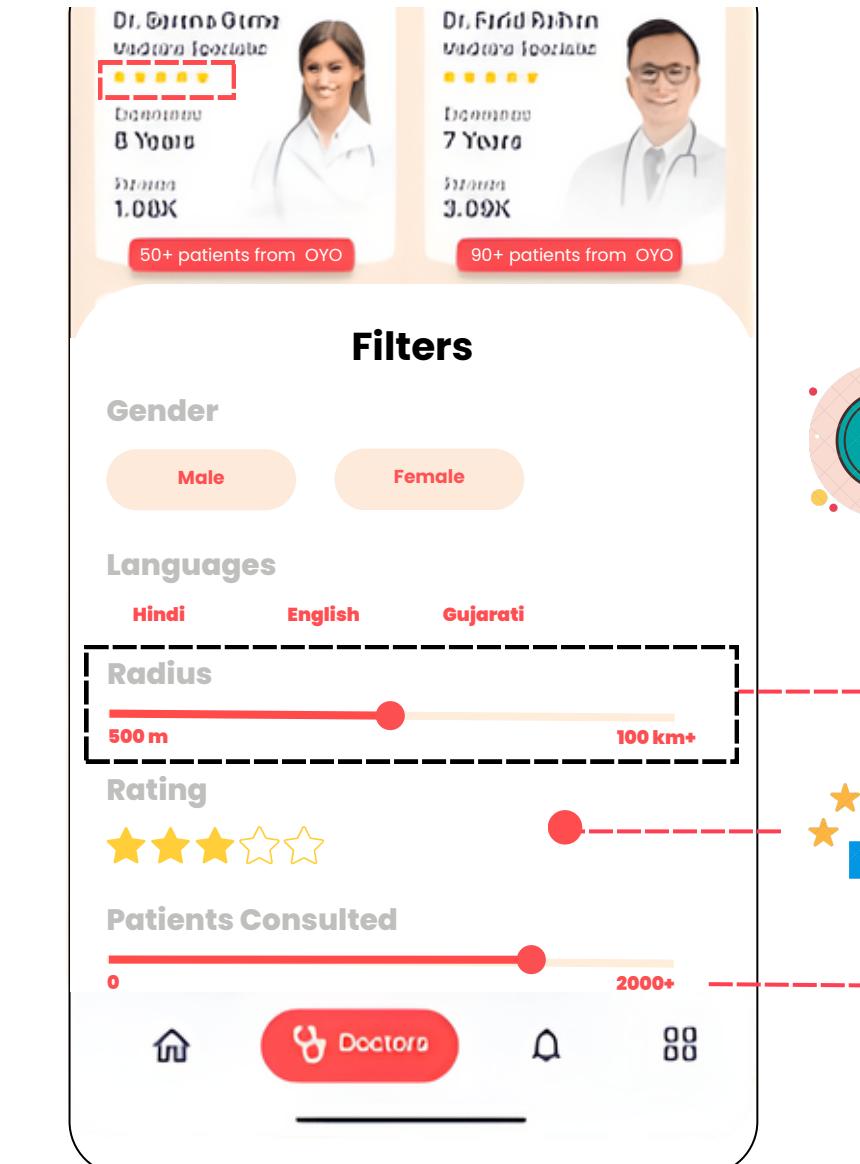
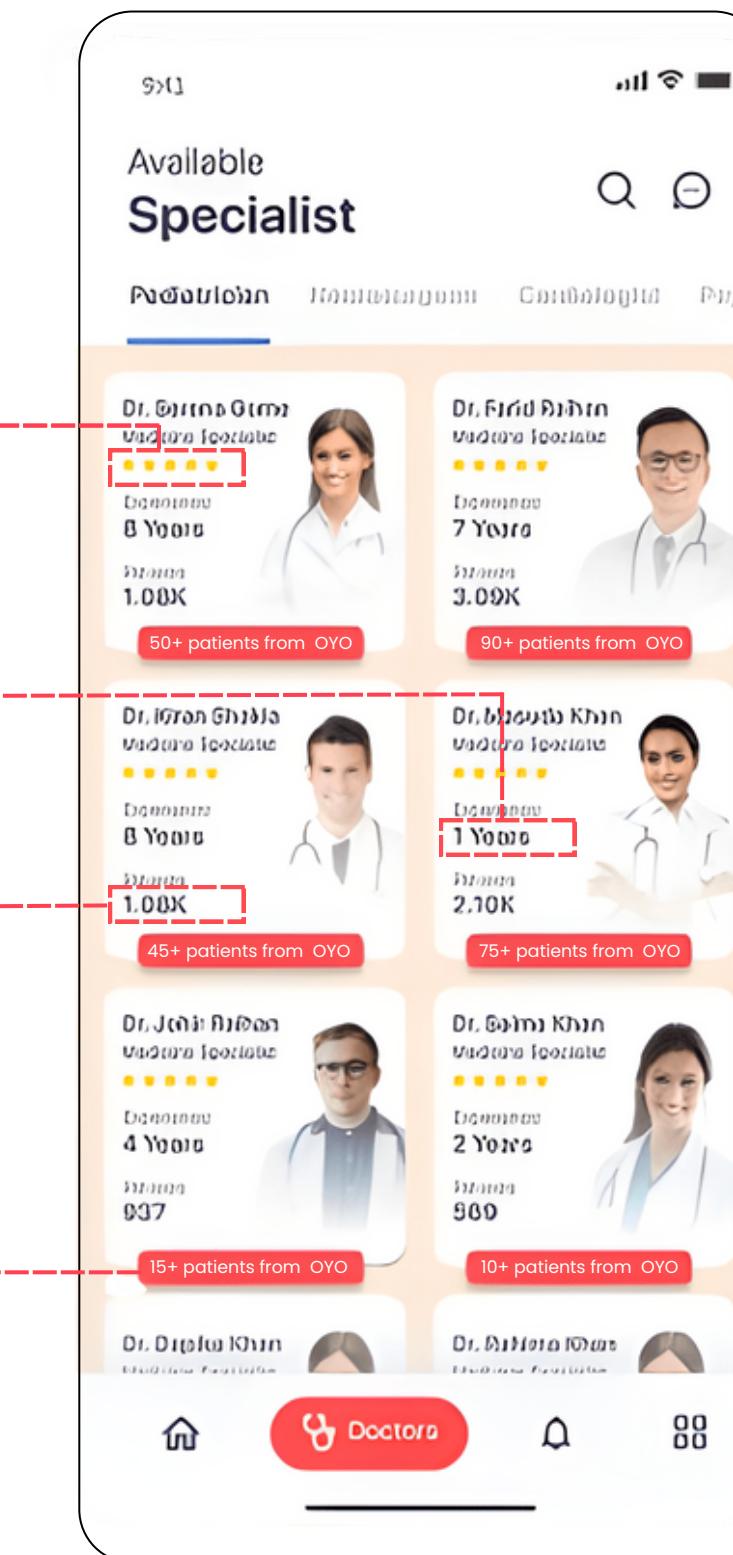


Mentioning the **number of patients treated** so far



Mentioning the **number of patients** from the user's **company** to build trust and personal connection

Information Centric Approach to Instill Trust



Introducing a New Range of Filters to Build User Trust

Proximity of **doctor** can be selected in terms of **distance** from the **patients location**

Minimum **rating** of the doctor can be **selected**

Minimum **# of patients consulted** can be **set** using the **slider**

1

Plum Score

Increased
Responsible Usage

2

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Better Wait-Time
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Customer Trust

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Reminder Strategy

Reminders That
Actually Remind

5

Easy Rescheduling

Frictionless User
Experience

Reminder Strategy: Reminders That Actually Remind

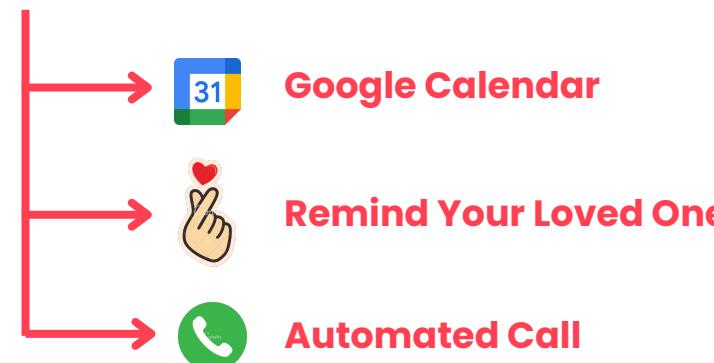
Personalizing the reminder experience to enhance user response through Google Calendar integration, 'Remind Your Loved One' and Automated Call features.

Personalized Reminders



Patients tend to **miss** the **SMS** and **WhatsApp reminders** due to **extreme busyness** or simply **overlooking it** with other messages

Tackling problem on 3 fronts



Appointment is **automatically added** to the patient's **Google calendar** and **full-screen reminder** makes it **impossible to ignore**.

"**Remind your loved one**" feature where a **loved** is **sent a reminder** and can then **call** and **remind** greatly lowers the chance of missing the appointment

Automated call reminders make it **more difficult to miss** in comparison to a text message reminder.

For Consumers

Pain-points solved

- Forgot about appointments due to fast-paced life

Value created

- Effective reminders making it impossible to miss appointment

For Company

Pain-points solved

- No-shows due to appointment slipping off the user's mind

Value created

- Reduced no-show rates due to more effective reminders



North Star Metric

Opt-out Rate

Target: Decline in Opt-out rate



Audience Segment



Busy Bee



Skeptical Senior



Touchpoints

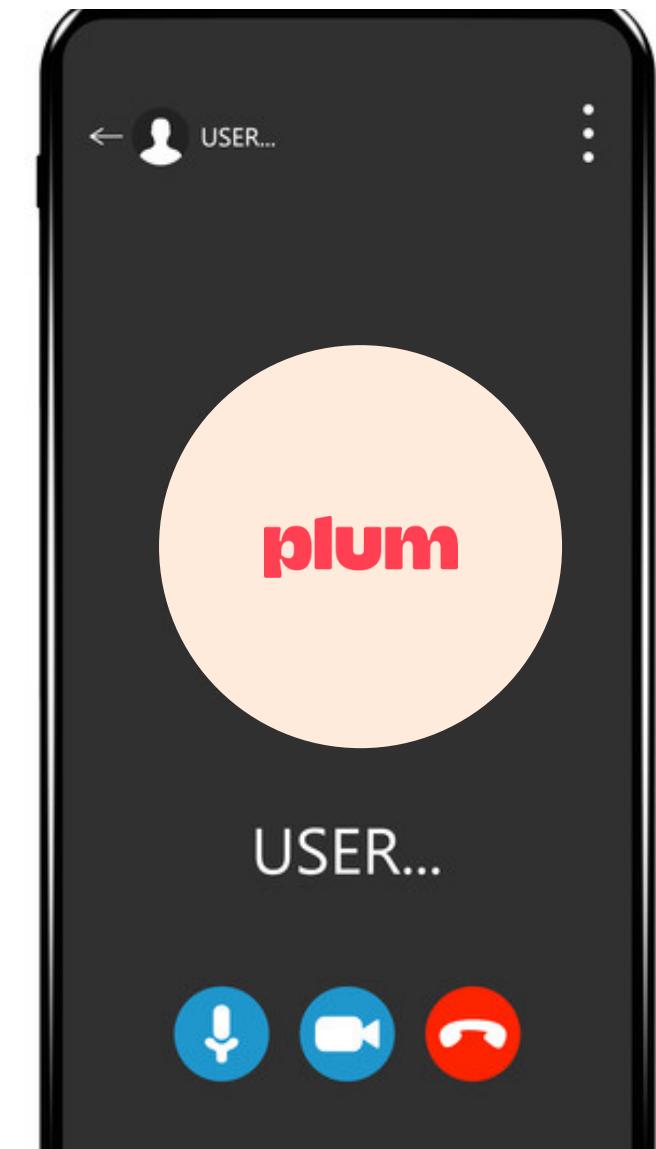
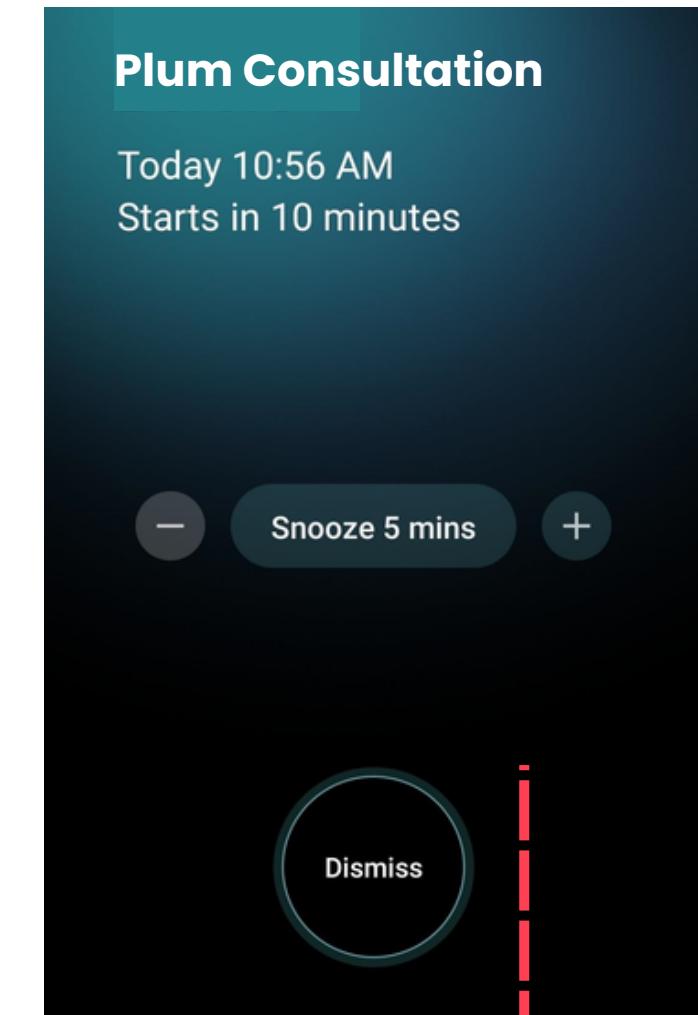
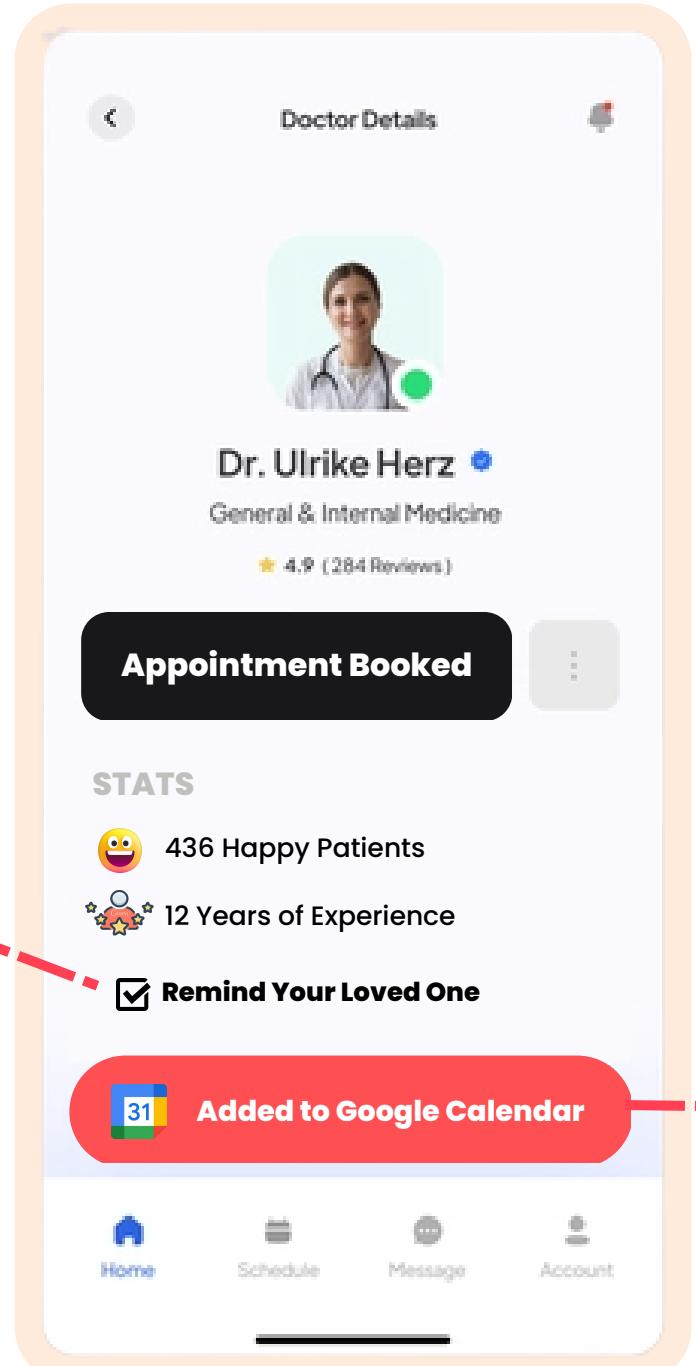
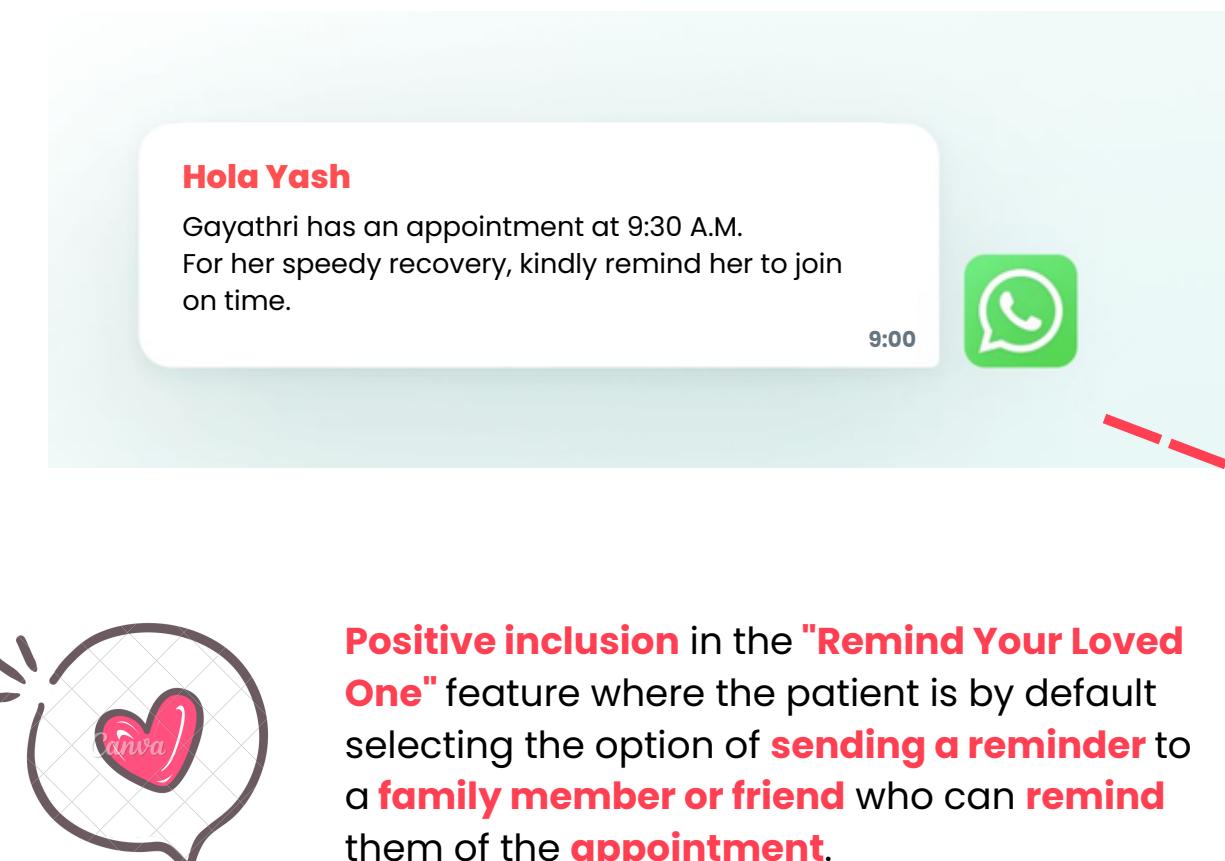
BOOK NOW

Booking Page



Automated Call

Personalized Reminders



Automatically adding **appointments** to **Google Calendar** and the **full screen notification** makes **missing** the reminder **impossible**

Automated call reminder to minimize any possibility of forgetting about the appointment

1

Plum Score

Increased
Responsible Usage

2

Time Tracker

Better Wait-Time
Estimation

3

Information & Filters

increased
Customer Trust

4

Reminder Strategy

Reminders That
Actually Remind

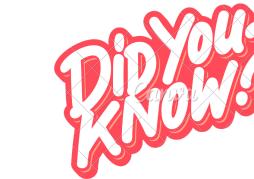
5

Easy Rescheduling

Frictionless User
Experience

Easy rescheduling alternatives so that the busy bee audience segment can reschedule on the go without encountering the friction of alternating between apps.

Making Rescheduling Easy

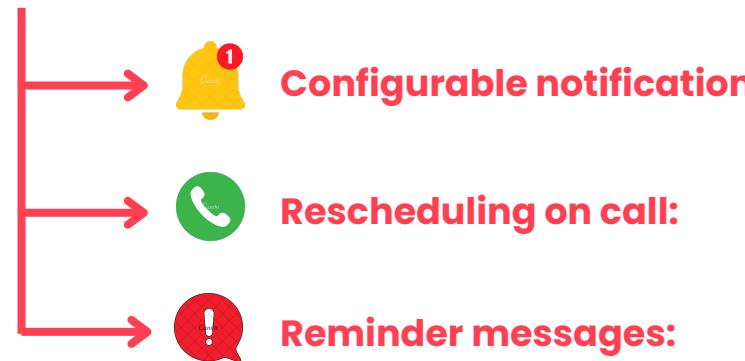


66% adults believe that the **most important thing** a company can do is **value their time** during a service interaction.



Sudden **change in work-schedule** and **emergency** makes it **difficult** for patient to **reschedule** their appointment due to **friction in opening app**

Tackling problem on 3 fronts



Configurable notifications: The patient receives a **notification** that will include an **option to reschedule** the appointment **reducing friction** to open the app

User receives an **automated reminder call** where he can **reschedule** the appointment by **pressing 1** and **selecting free slot** by **relevant keys**

Reminders on **SMS** and **WhatsApp** include an **option to reschedule automatically** opening the **reschedule screen**

For Consumers

Pain-points solved

- Change in work schedule makes rescheduling difficult

Value created

- **Easy and organized rescheduling process**

For Company

Pain-points solved

- No-shows due to emergency and work-schedule changes

Value created

- **Reduced no-show rates**



North Star Metric

CTR of Reschedule Option

Target: Increase in the CTR



Audience Segment



Busy Bee

Working Professionals
Age - 22-50
Value: Time over Money



Touchpoints



Notification



Text Reminders



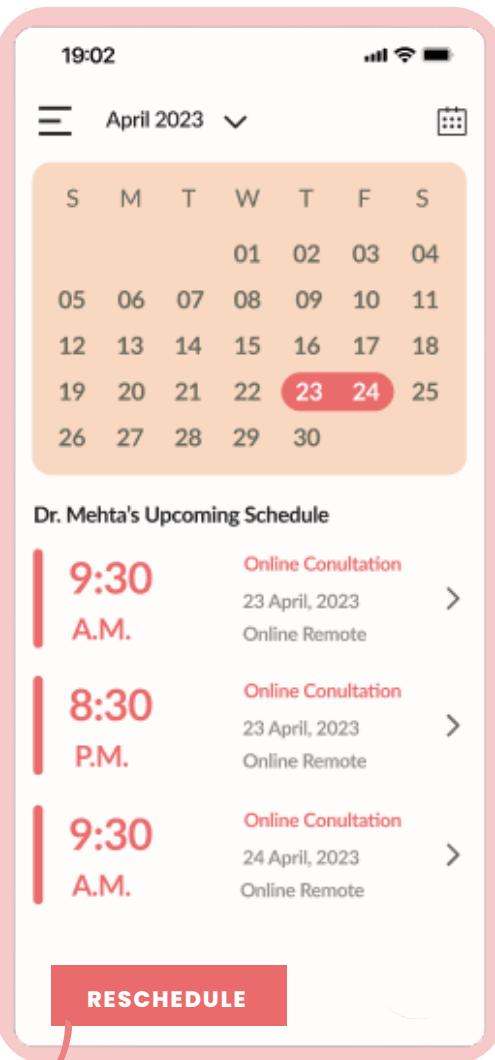
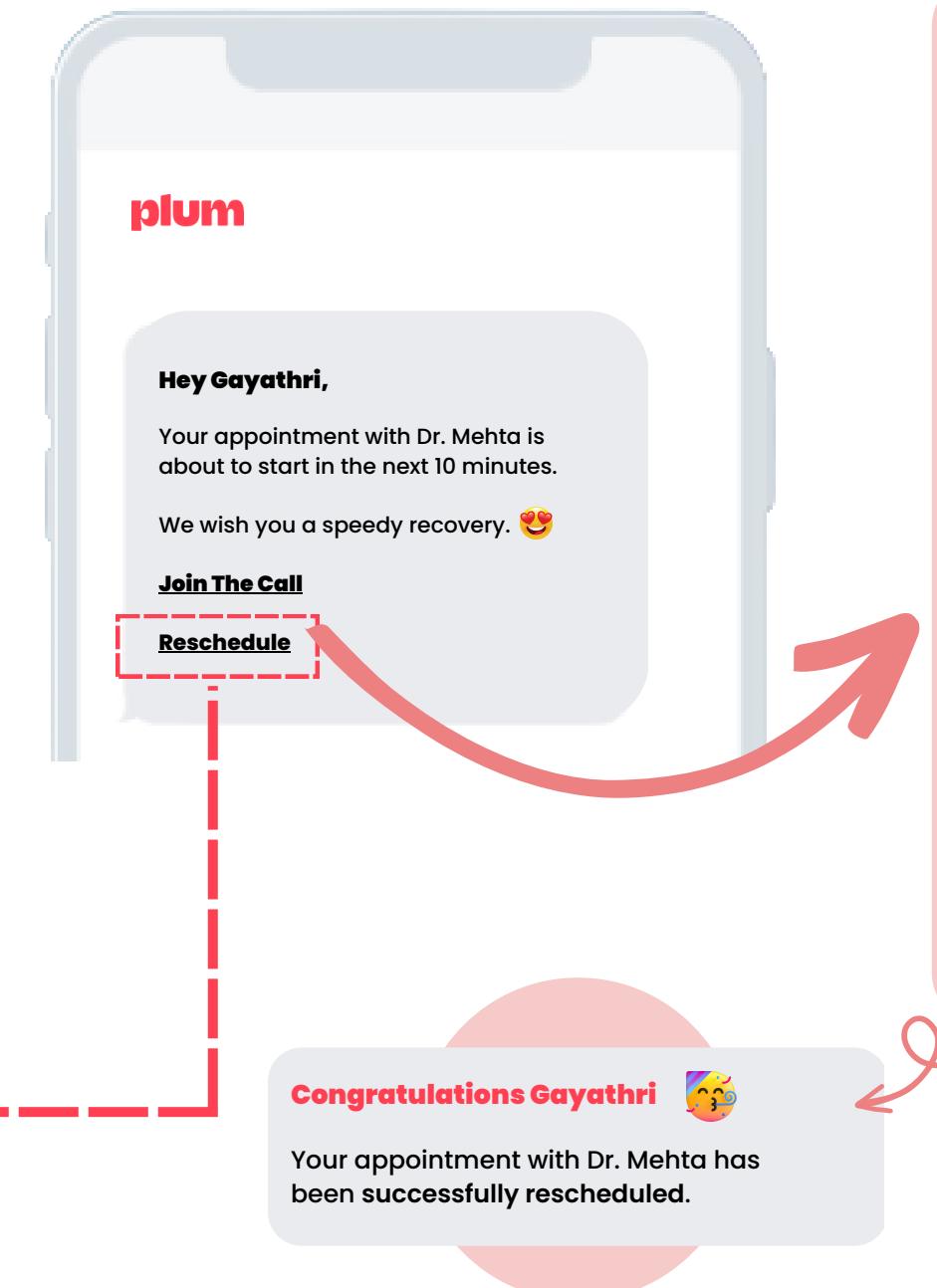
Automated Call

Making Rescheduling Easy

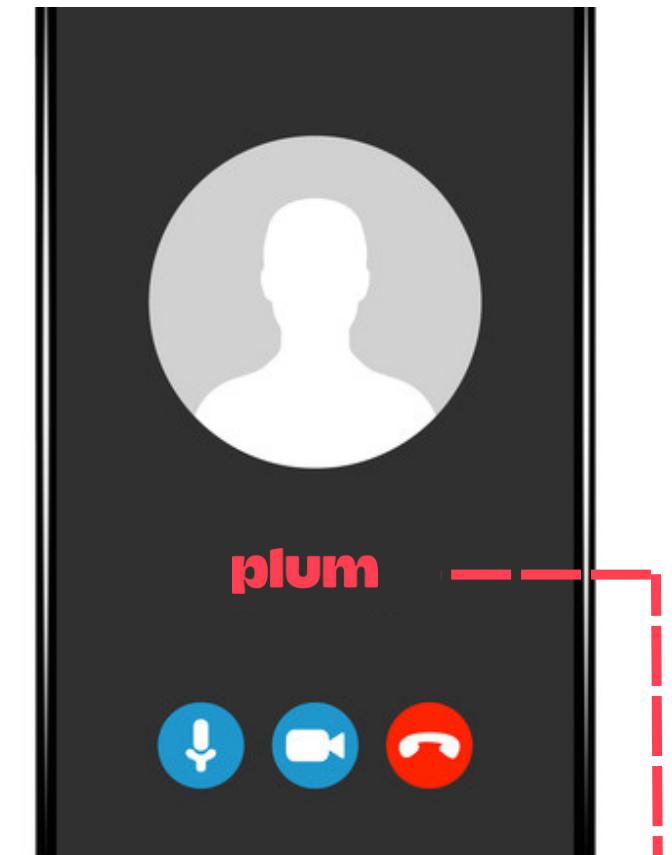


Making **rescheduling super easy** by providing the **option in reminders** sent through

- Notification**
- SMS**
- WhatsApp Message**



1-step rescheduling
process without
opening the app



Reschedule through automated call reminder

- Receive automated call**
- Press 1 to reschedule appointment**
- Select date and time**

Based on the R.I.C.E. framework, Time Tracker would be launched first, followed by Plum Score, Reminder Strategy, Information and Filters and finally Easy Rescheduling



R.I.C.E. Prioritization Method

Priority	Feature	Reach + Positive Factor	Impact + Positive Factor	Confidence + Positive Factor	Effort - Negative Factor	R.I.C.E. Score
□ 1	Time Tracker	90	1 2 3 4 5	85 %	1 2 3 4 5	15,300
□ 2	Plum Score	95	1 2 3 4 5	90 %	1 2 3 4 5	10,687.5
□ 3	Reminder Strategy	85	1 2 3 4 5	90 %	1 2 3 4 5	10,200
□ 4	Information & Filters	70	1 2 3 4 5	80 %	1 2 3 4 5	8,400
□ 5	Easy Rescheduling	80	1 2 3 4 5	75 %	1 2 3 4 5	6,000

Thank You 🙏