

Distribution of Transport Promotion Codes

Eugene Lim, Grace Ong, Rachel Teo
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

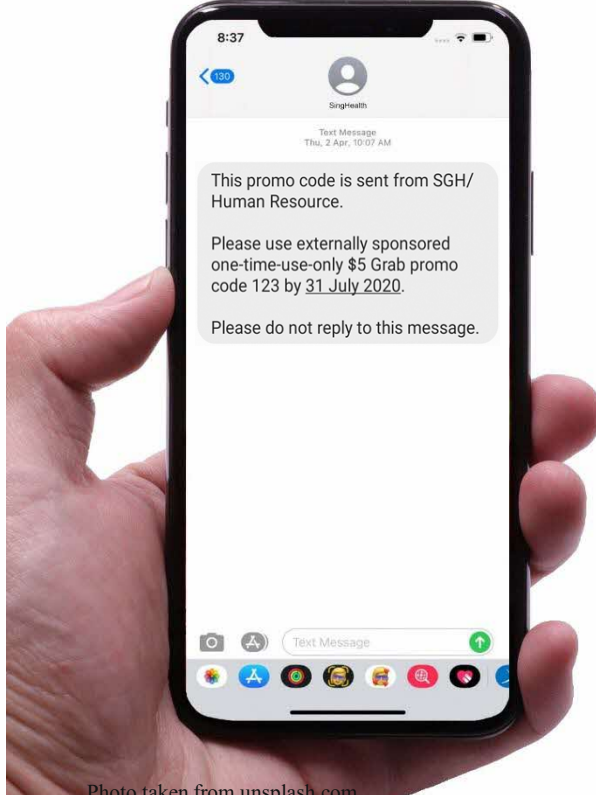
Analysis of Challenge

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.