

PRACTO

On a mission to help mankind live healthier, longer



BUSINESS CHALLENGES

- Keeping track of delivery personnel.
- Delivery Proof acknowledgement from customers.
- Decrease in number of customer follow-up calls.



SOLUTION

- 'Live Tracking' to track each delivery agent in real time.
- Ability to capture delivery acknowledgment from the customer in the form of an image, a signature or a note.
- 'Automated Customers Notification' to keep customers well informed of the delivery status.



BUSINESS RESULT

- Field workforce team was managed remotely.
- Less follow up calls and and more satisfied Customers.

DRIVEN BY VALUES, PRACTO IS LEADING THE WAY IN IMPROVING HEALTHCARE ACCESS FOR HUMANITY WITH TOOKAN

Practo, headquartered at Bangalore, is a technology firm that enhances patient's experience by revving-up clinics across India with simple technology products. Among its offerings, "Practo Ray" is an easy-to-use online practice management software for doctors, and currently, is helping 8,000+ doctors to treat 3 million patients across India. Meanwhile, "Practo Hello", a cloud telephony solution has redefined the way doctors connect with their patients. Moreover with [Practo.com](#), patients can now find doctors online in just a click.

They're on a mission to help mankind live healthier and longer. Everyday, billions of people struggle for better healthcare, and Practo wants to change that, globally!

CHALLENGES

Practo was looking to fully automate the standard delivery procedure which involved the customer ordering required medicines, a delivery person picking up and delivering them to the doorsteps of the customer. The team wanted to simply its mobile workforce management.

Field Force Tracking: There was no efficient system to keep track of the delivery personnel, when making multiple trips to pick up location and deliver medicines to each customer. This in turn was resulting in wastage of both time and fuel.

Delivery proof: They needed a mechanism to collect an acknowledgement from the customer after receiving the medicines, which would instantly reflect in the system and could be saved for the future reference.

Anxious Customers and Follow Up Calls: Practo used to get multiple follow up calls from customers inquiring about the status of their medicines' delivery. Any call that went unanswered resulted in dissatisfaction and likely loss of customer from the platform.

SOLUTION

Practo's main emphasis was to opt for a reliable, fast, streamlined tool that could save time and satisfy all stakeholders. Tookan's amazing features simplified the existing delivery operation for Practo and resulted in increased business operations efficiency.

Live Tracking: Live tracking feature on Tookan's dashboard empowered Practo's management to track each and every delivery agent on the go. They were now able to get a bird's eye view of active and idle drivers which would help them in effective capacity utilization and ensure faster medicine delivery.

Proof of Delivery: Through the driver's mobile app, Tookan enabled them to collect the delivery acknowledgment from the customer side in the form of an image, a signature or a note, which would then be visible on the admin dashboard.

Automated Customers Notification: "Automated Customers Notification" in Tookan assisted Practo in keeping their customers well informed with SMS and email notifications. It's very important for a business, specially ones in medical industry to keep patients well informed of the delivery status. Using Tookan, Practo is now able to send a live tracking link to their customers, thus removing the problem of constant follow-up calls from the customers.

OUTCOME

With Tookan, the whole process of delivery task allocation was automated and simplified. Within minutes, Practo team could easily track as well as manage their fleet. Field workforce team was managed remotely without having to report and submit documents at office, thus saving time. Customers were satisfied as they were getting the timely notifications and were now able to track deliveries in real-time themselves. This also resulted an increase in the number of new customers on the platform.

RECENT NEWS

- Practo hopes to expand its services to 100 cities across the country by the end of this year from 35 at present.
- The company lists over 200,000 doctors, 10,000 hospitals, 8000 diagnostic centers and over 4000 wellness centers, receiving over 10 million searches a month across its website and apps.
- Practo has already secured \$124m funding in 3 rounds from 7 investors.