

Case Sheet For Apollo 5ive

Year: 2009

The Challenge

Apollo – the super specialty hospital was celebrating its 25th year of completion. Taking this occasion as an opportunity they planned to come out with a service for high net worth individuals which they were losing to smaller hospitals. The issues were involved were as below.

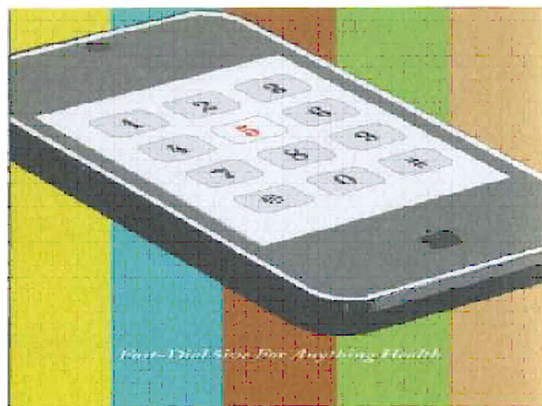
1. High net worth individuals (specially their family members) did not see any special privilege or service when they came to the hospital. They were treated like any other patients and because of that high net worth patients started moving to smaller hospitals where they received better attention. Of course they would come to Apollo for extremely important surgeries or treatments as the hospital had doctors, surgeons and equipment that the other hospitals could not match.
2. Specifically in the case of cosmetic related treatments Apollo saw that it was not getting patients because of lack of individualized attention and also privacy.
3. To tackle this they decided to form a team that would be dedicated only to serving high net worth patients where the service would take care of everything in an almost instant manner with a special menu, special rooms, the best of nurses and a doctor available at the nursing station 24 X 7 plus a registration process that would be instantaneous where the patients/customers need not fill forms but just need to sign etc.
4. This was the start point of our involvement.

The Solution

1. After a series of discussions and brainstorming sessions we came to a conclusion that this exercise needed to be just more than a communication as we are not just dealing with high net worth individual (who like a film star or a sports star or a top business man) can be recognized but his family members cannot be.
2. Hence it was decided that we need to create a card and whoever carries the card will be given the premium service. Additionally as this was a one-to-one gifting/marketing exercise, we could create an exclusive phone number which could be fed into their mobiles as a speed dial number.
3. A lot of brainstorming later the whole concept crystallized as a package in itself.
 - i. The name of 5ive for the card.
 - ii. "5" as the number which would be the speed dial number fed in to the customer's mobile
 - iii. A concept which would communicate the service and one which was "smart" to make the customer feel better about himself and feel exclusive for being "chosen" to be gifted the 5ive card. The receiver was called a "Siver" and "Siver" was defined as a person who leveraged the four elements of nature and made something out of them to benefit the world.
4. The card and the service was a huge success so much in fact that there were people who felt bad that they were not "chosen". And many people wanted the card and approached the hospital with references and recommendations.







Small or big, Apollo expertise is a call away for you now. And yes just for you. Just *fast-dial '5'* before you visit Apollo and a senior management person will hand-hold you through the visit and ensure that no time is wasted. Just *fast-dial '5'* and experience the superior quality and service of Apollo **QUICK** just for you, a *Siver*.

Dear Sir/Madam,

It gives us great pleasure to introduce an exclusive and quick service for people who have contributed to the society and put in extraordinary effort in pursuit of their passion. To ensure that time constrained people like you receive the exclusive personalized service, in spite of the tremendous volumes at the hospital, we have conceived the 'Siver Concept'.

On the occasion of the celebrations of 25 years of Apollo, we will be presenting the Siver card to select few.

We are aware of the fact that Apollo has grown to become a large institution and many times it is difficult to provide exclusive and personalized service. The Siver card and the Siver number is an answer to that. Experience the difference in the exclusivity, quickness and the personalized nature of a service that you know is world class and which begins with a call from your mobile.

Fast dial the "5" number for any service from Apollo for yourself or your loved ones.

We request you to spare some time and give an appointment to one of our senior management personnel, who will call on you. He will feed the Apollo Siver number on your mobile, with your permission, and also present you with the Siver card.

In case of any need or emergency, we assure you that once you fast dial "5", your call will be responded to immediately and a senior management person will ensure that your trip to Apollo will be quick and personalized.

Regards

Ms. Sangeeta Reddy

Ms. Shobana Kamineni

*Honouring the
Sivers on
the completion of
Apollo's
Twenty5 Years*

It's a better world... Thanks to the Sivers...



Siver

pronunciation: fahyver

- A person who leverages the four elements of nature
- An individual who marshals the natural resources of earth, water, fire and air for the common good
- Also an individual who lacks time and is extremely busy building a better world
- Being a kind of person who gives more to the society rather than takes from it
- Being quick in decision making and wanting everything over in 5 minutes



Apollo Health City
HYDERABAD

