



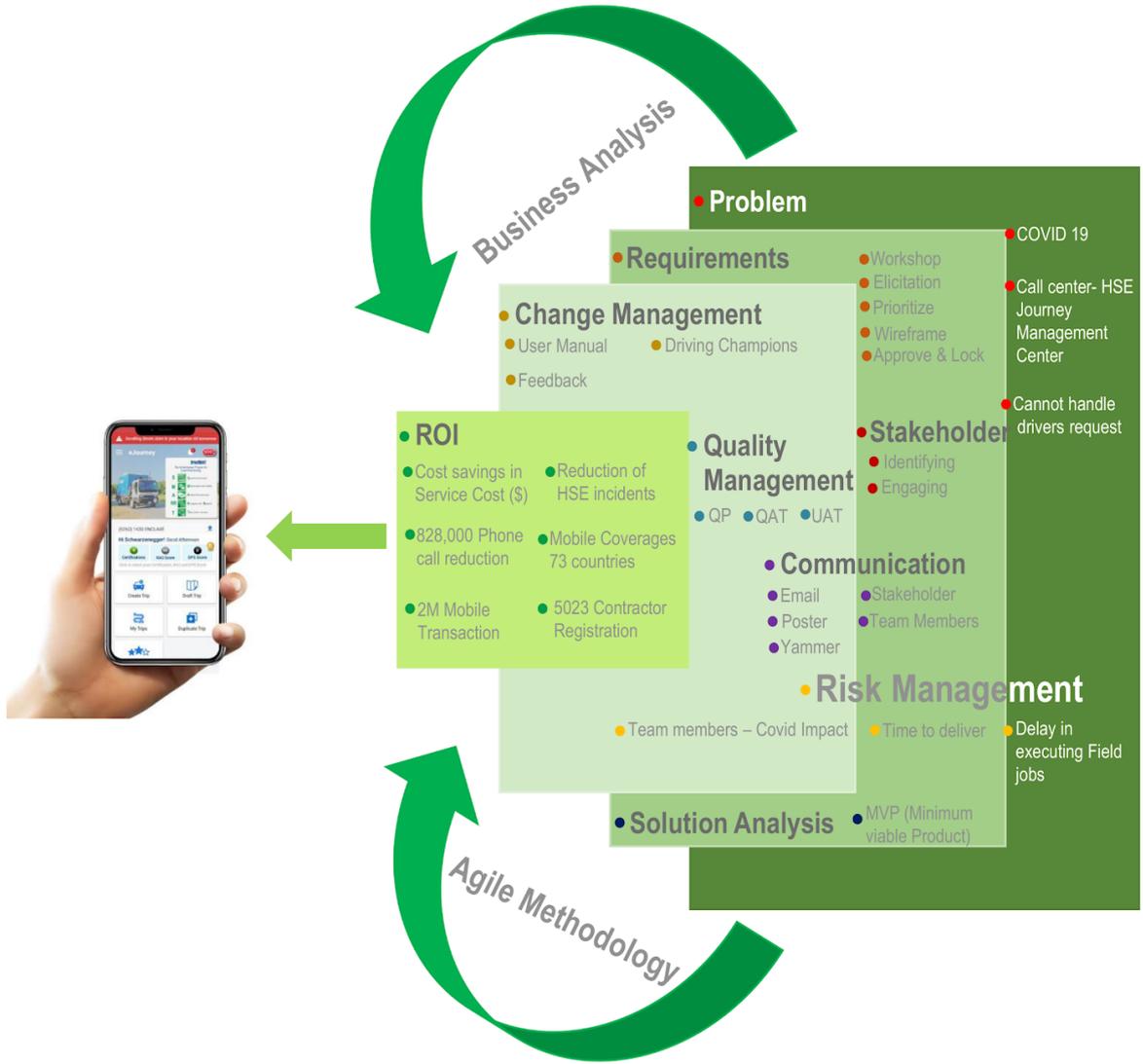
Transforming Driving Safety through Innovation and Intelligence

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Achievement summary

What was delivered and what was the result?

An HSE digital safety mobile app was carefully designed, developed, and delivered to all drivers working for a reputed energy company globally, where most of the drivers are novices to technology. The mobile app was released in multi-language capacity to different parts of the world with AI capabilities to assist the drivers and assess the risk of the journey management plan.

The Ux of the digital app was amazing, because of its simplicity combined with Intelligence capability, the adoption rate of the mobile app span across 73 countries with 2 million mobile transactions, 828K phone call reduction for journey management call centres and over 5000 contractor drivers were registered for using the app.

We were able to generate cost savings with respect to service cost (\$) as well as a reduction in HSE incidents.

Achievement details

Please explain the details of the initiative and the approach that was taken.

Over the last 2 years, the pandemic has undoubtedly affected the way everyone works as well as how the industry operates. With optimization to operational and support facility as well as remote working, there was a need to transfer the ownership of creating, departing, and managing journey management trips to the drivers in their operational location, without compromising compliance with the company's driving policy, safety and standard. The current journey management process was handled by Global Journey Management Center (GJMC) a safety control measure and these centres receive a high volume of phone calls for trip creation, trip management including departure, rest/stop points, until arrival. With over 30,000 drivers globally and more than 11,000 vehicles driven, there was an opportunity to develop a robust digital solution which was simple for the drivers to understand and intuitive to operate. To resonate We helped create the mobile safety app and the features of this HSE digitally enabled solution include the use of a progressive web app (PWA) and artificial intelligence (AI) engine.

Primary objective:

As the problem was identified, it was clear from the risk assessment that if the GJMC support was not able to handle the request to create trips for drivers there will be delays in the departure which could affect business.

The objective was very clear that there needed to be a tool created where drivers in different capacities will be able to create trips by themselves in their local language without aid from GJMC.

Requirements gathering:

Through workshops, and elicitation we were able to capture the requirements and build wireframes/ prototypes. This helped to understand lock, and seal the major requirements from a business architecture framework perspective with future capabilities build into the roadmap plans.

Stakeholders:

Stakeholders are the key components here. For the project key stakeholders were identified and were engaged to ensure the requirements and approval of the project are discussed with them as well as the approach to delivering the project.

Risk Management:

Time was a major risk factor while assessing to deliver the complete project in one go.

Solution Analysis and scope definition:

As agreed with the stakeholders, the approach was to deliver the project in pieces using the Minimal Viable product approach. In this approach, the scope was clearly defined for each MVP release as the decision was to head and deliver the project using the Agile methodology.

Agile Project Method:

SCRUM framework was followed, were the user stories with acceptance criteria, backlog prioritization, estimations, elimination/mitigation of impediments, daily standups, sprint review and retrospective. Each Sprint was set for 2 weeks. As a BA clearing off the doubts helped in not only understanding the product requirements but also designing the technical framework to support future capabilities.

Unforeseen Risk:

The team was impacted by Covid which was a challenge whether the product could be delivered on time. But the resilience was simply outstanding, everyone was in sync and aligned with the mission for delivering the product.

Quality Management:

Quality testing followed by User acceptance testing was conducted along with other Quality process checks like Network, security, data etc. before releasing each MVP.

Change Management and Communication:

User Manuals for the mobile were created, followed by training and awareness campaigns with end users and driving champions who will assist in the mobile app rollout in their respective countries.

Assessing value creation:

Not only was the product adopted by the end users, but it also helped generate cost savings & reduction in HSE incidents.

Key achievement

Why do you think this initiative should receive the award?

Three words, “Passion with Persistence”. Despite the team members being impacted by Covid we all worked together to deliver the Minimal Viable Products on time.

As a BA, I did go the extra step to learn about the HSE domain which helped me to not only understand the business requirements clearly but also manage my stakeholders as I was able to speak their language which helped me to seal the acceptance criteria for each user story with them.

My communication skills played a pivotal role as I was able to translate the business requirement to the technical team and help them understand and align with the mission and goal of the product vision. Communication to end users played an added advantage in selling off the product.

The product was not only a success but it was delivered with a positive ROI for the business.