

turn PRAEKELT
ORG

Beyond chat. Towards impact.

RCS BUSINESS MESSAGING LAB

Pippa Yeats

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Everyone has had a
conversation that has
changed their life.

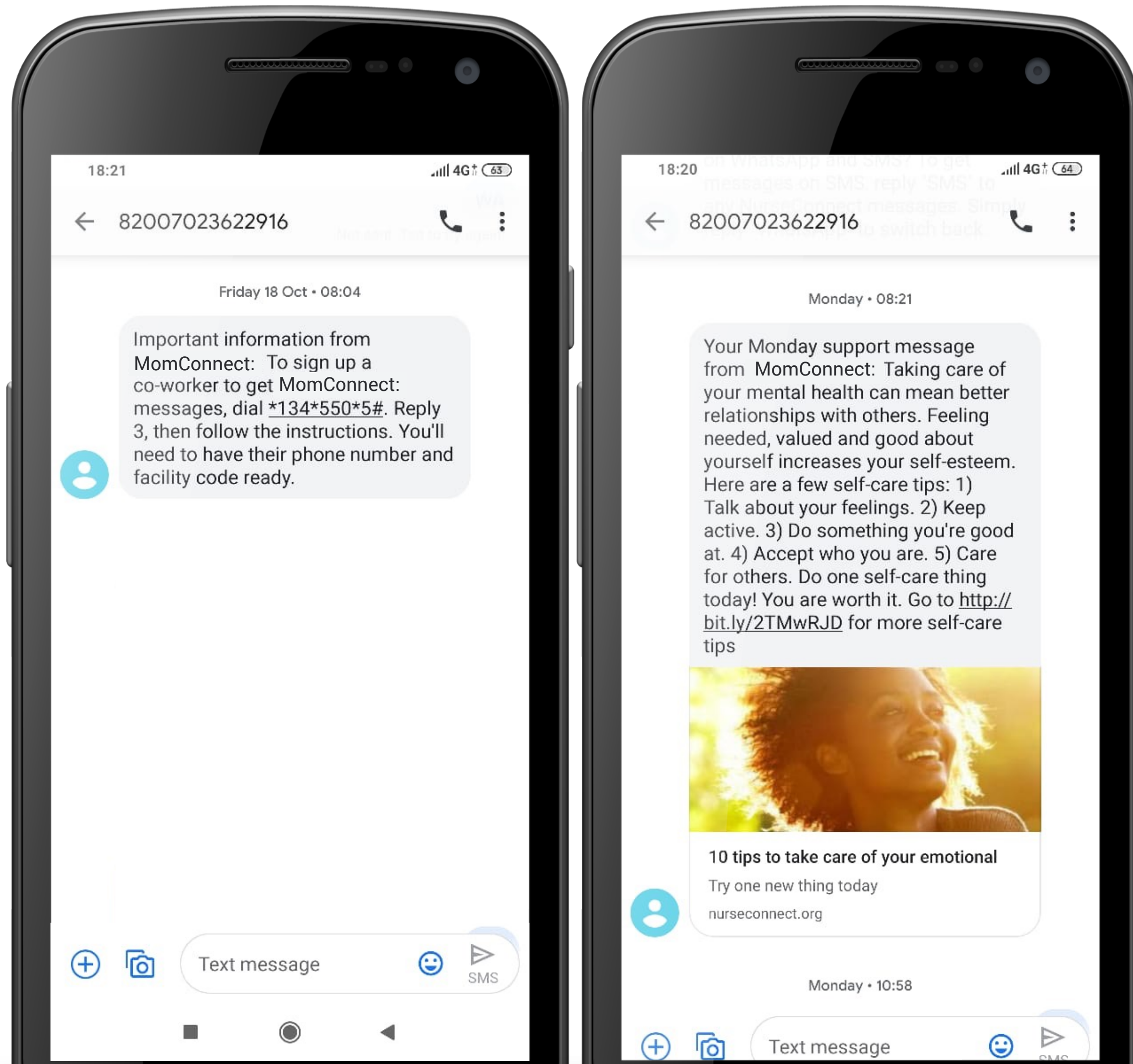
But they are rare.

**Most conversations don't
lead to action.**

Action requires
Right message
Right time
Right person

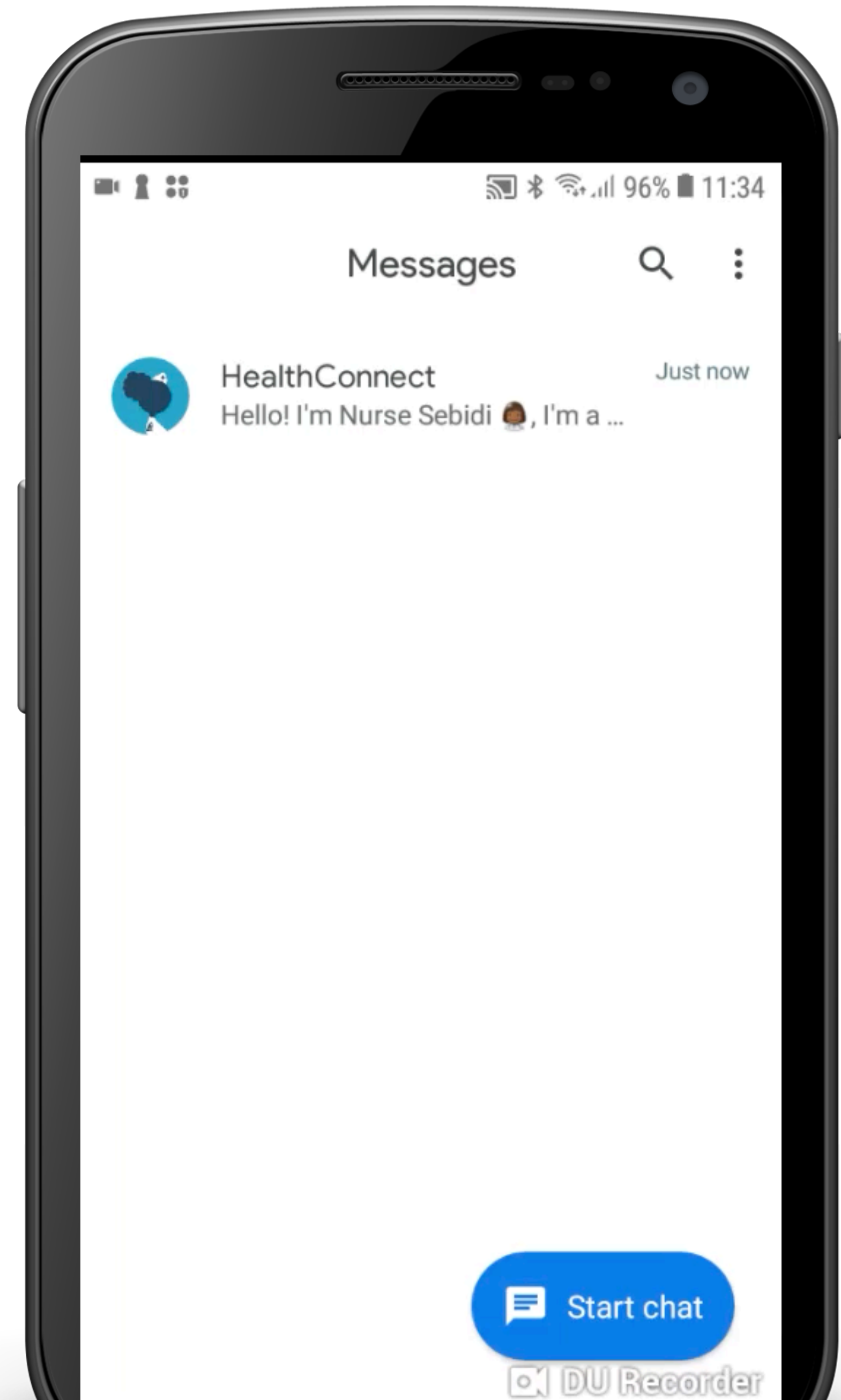
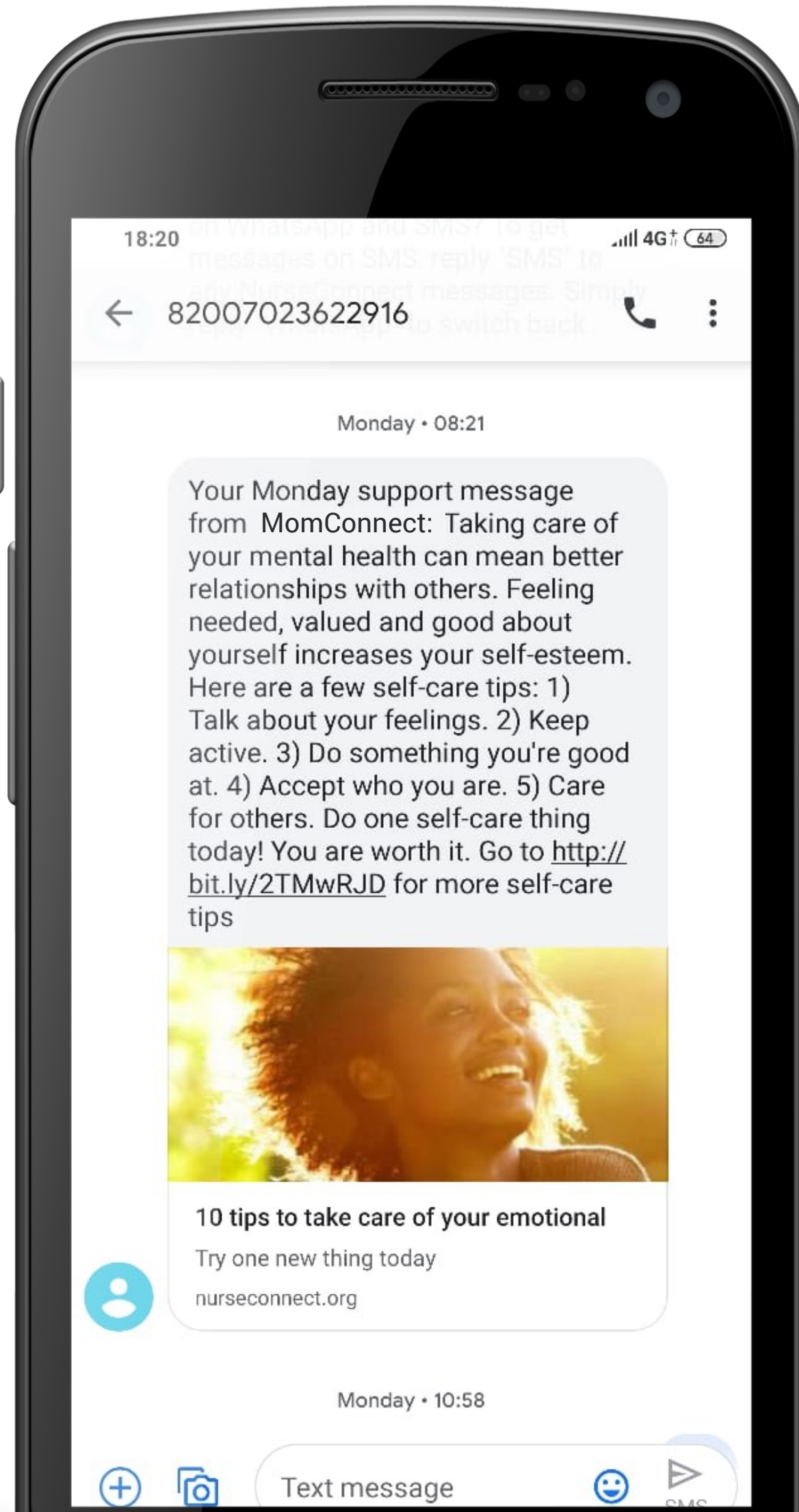
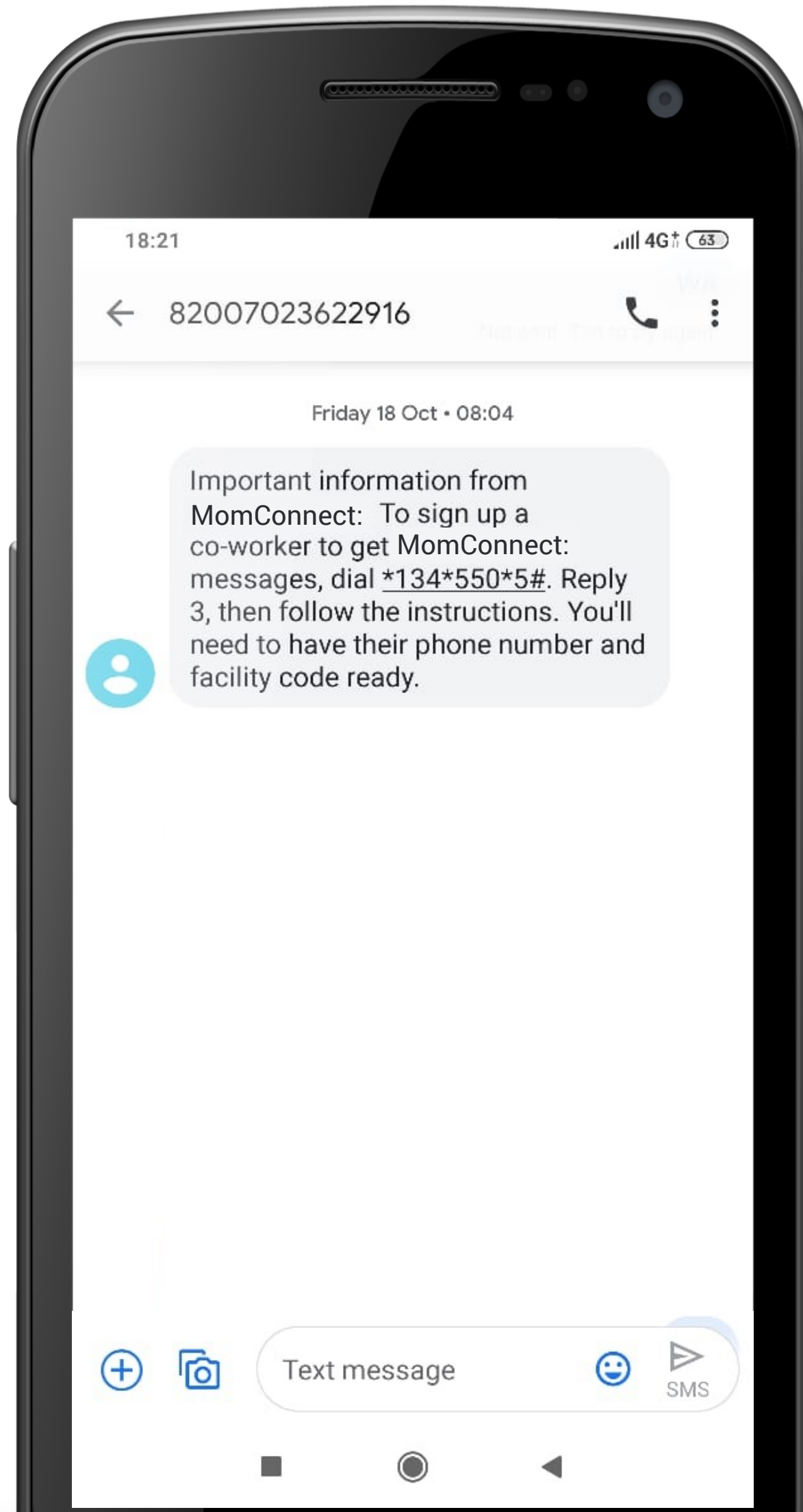
SMS to Chat

It's not a copy and paste job



SMS to Chat

It's not a copy and paste job





A South African National Department of Health initiative to improve the health of pregnant women, newborns and infants at national scale.



95%

clinics

850k

active registrations

80%

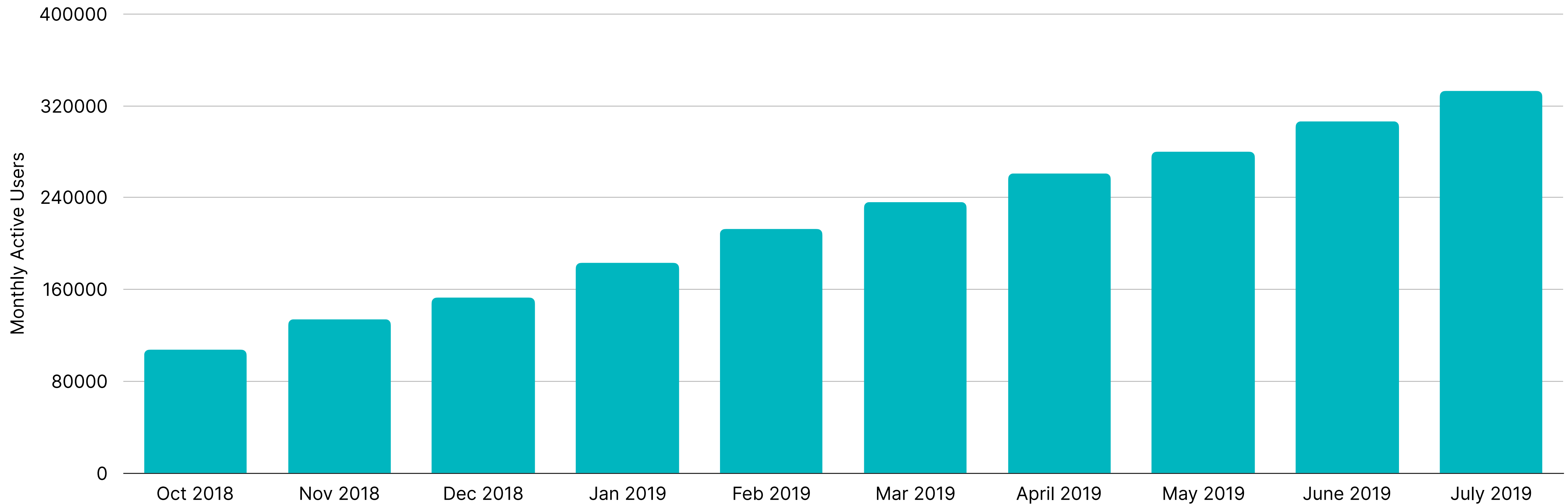
mothers giving birth in public clinics

50k

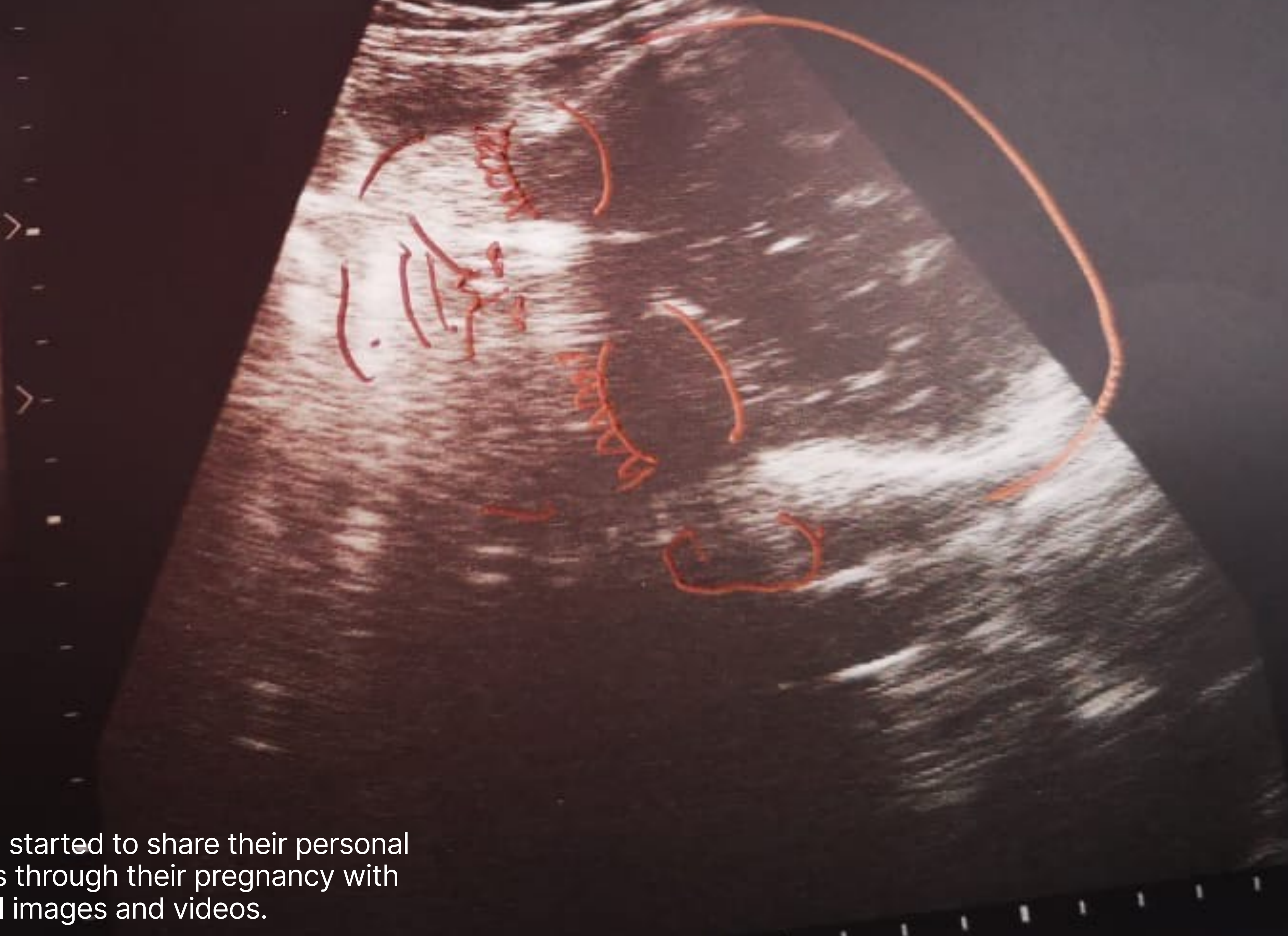
users asking Helpdesk questions monthly

Introducing Chat

Now mothers are **10x more likely** to reach out to the MomConnect Helpdesk with their questions and there is **14% more** monthly engagement than SMS



0
x1.2
[DR]
4
[EE]
2

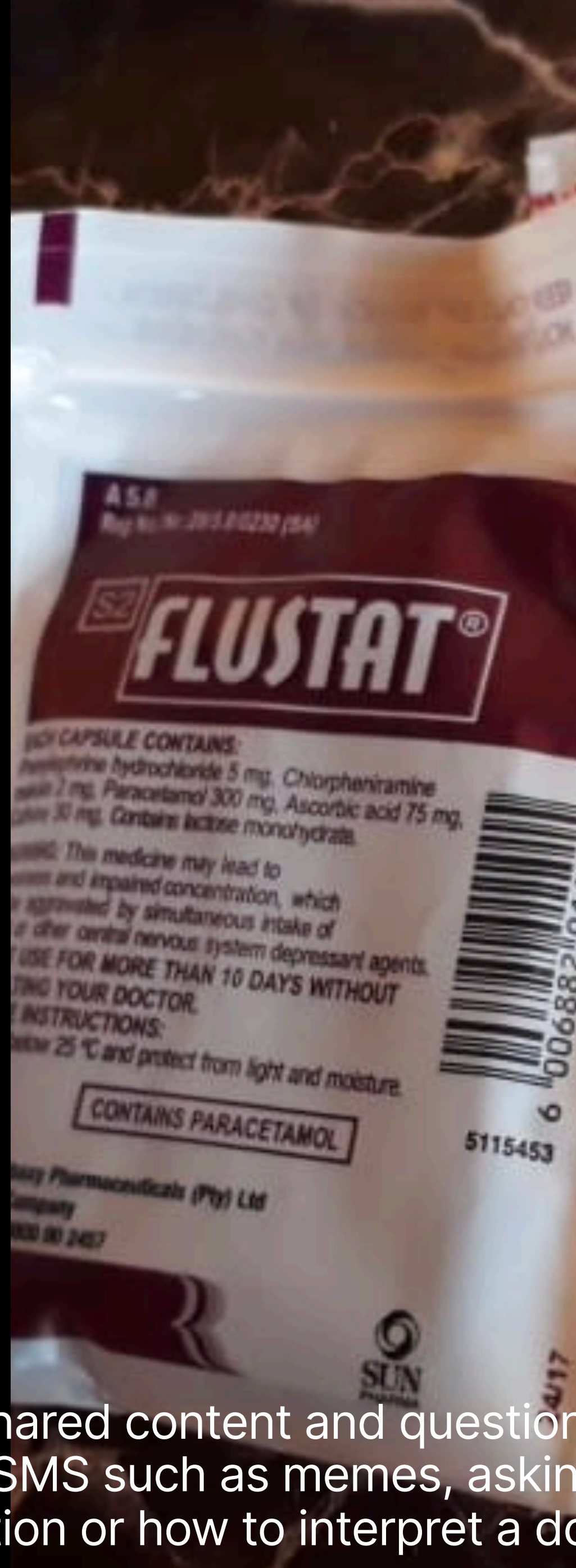


Mothers started to share their personal progress through their pregnancy with personal images and videos.

Mother

child is like m
d. It knows n
all things, and
essly all that st

Mother



Pt Educa
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complan
Self co
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reference
Hosp.



Mothers shared content and questions not possible before with SMS such as memes, asking about specific medication or how to interpret a doctor's note.

Real example,
not real profile
picture



Goodmornin i was wonderin if those pills are d same since i couldn't get them @clinic last week...i bought them yesterday...n m wondering how t0 to take them... do i drink them with water lyk every other pill or do i chew them cos they are not the same as the once I've been given at the clinic??🤔

♂ Vitamin adherence

But with increased engagement, we needed to move from a long list of incoming chat messages to a system that triaged the most important messages for a human to action...



COLLECTION

Urgent

234 users

- warning signs
- complaint

Start →

COLLECTION

HIV Questions

12245 users

- question
- HIV

Start →

COLLECTION

Due for Antenatal 6 this week

6793 users

- call today

Start →

COLLECTION

Nurse Feedback

655 users

- compliment

Start →

Now, we're using tools to automatically detect if mothers are following the the recommended health advice - tracking their intention to be healthy as well as their actions with the help of machine learning.




Thank you i will go en check by tomorrow morning

 Intention

Hello! You are 12 weeks pregnant, here is your MomConnect message: Go to all your clinic visits even if you feel well. Check-ups make sure your baby is growing well and help prevent problems



I went to the baby clinic on the 1st of August with him. for now he is fine 🙏

 Action

Hello! Just checking that you went to the clinic for your antenatal visit today?



Real example, not real profile picture

Tracking actions within the context of a chat.

← Back to Dashboard

PI **On Track**

Pippa

Profile Goals

Healthy Pregnancy
8 Behaviours

- Antenatal 3: 26 weeks
- NEXT BEHAVIOUR**
Antenatal 2: visit 20 weeks
- Antenatal 1: 14 weeks

I went to the baby clinic on ...
Oct 31 2019, 7:04 pm

WhatsApp Business API

WA Pippa

Hello! You are 12 weeks pregnant, here is your MomConnect message: Go to all your clinic visits even if you feel well. Check-ups make sure your baby is growing well and help prevent problems
Oct 31, 2019 5:01 PM

Thank you I will go en check by tomorrow morning
Oct 31, 2019 7:02 PM

Best Reply Write Reply

Write Your Reply

Start typing here...

Send

Assigned to Pippa Yeats

Close Next →

Tracking actions within the context of a chat.

The screenshot displays a mobile application interface with two main panels. The left panel is a sidebar for a user named 'Pippa'. It includes a 'Back to Dashboard' link, a profile picture with the initials 'PI', and a green 'On Track' status badge. Below this, there are tabs for 'Profile' and 'Goals'. The 'Goals' section shows a vertical timeline of pregnancy-related goals: 'Antenatal 3: 26 weeks', 'NEXT BEHAVIOUR Antenatal 2: visit 20 weeks', and 'Antenatal 1: 14 weeks'. The 'Antenatal 1' goal is highlighted with a green checkmark and a preview of a chat message: 'I went to the baby clinic on ...' dated 'Oct 31 2019, 7:04 pm'. The right panel shows a chat window with a message from 'Pippa' stating 'I went to the baby clinic on the 1st of August with him. for now he is fine 🙏' dated 'Oct 31, 2019 7:04 PM'. Below the chat is a large light blue banner with a building icon and a green checkmark, indicating 'BEHAVIOUR REACHED Antenatal 1: 14 weeks' dated 'Oct 31, 2019 7:04 PM'. At the bottom of the chat window, there are tabs for 'Best Reply' and 'Write Reply', a text input field with the placeholder 'Start typing here...', and a 'Send' button. The bottom of the screen features a status bar with 'Assigned to Pippa Yeats', a 'Close' button, and a 'Next' arrow.

The demand for chat services is enormous.



Is there any other facility that a person can communicate when they are feeling lonely... Depressed having negative thoughts?

 depression

SA Depression & Anxiety Group helpline 011 262 6396 (This is not a toll-free number) Post-natal Depression Support Association 021 797 4498 (This is not a toll-free number) www.pndsa.org.za Post-natal Depression Helpline 082 882 0072 (This is not a toll-free number) Lifeline 0860 322 322 (Toll free from a landline, but normal cell phone rates apply when calling from a cell phone)



Pre-approved response sent by Helpdesk Operator

Real example, not real profile picture



Thank you...don't they have a chat line?

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