SAHYOG

STRATEGIC DESIGN & BUSINESS

Your Trusted Home Assistance

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Who are we?

- CSAHYOG is dedicated to providing reliable and affordable maid services tailored to your needs.
- Whether you require help on an hourly, daily, or monthly basis, SAHYOG is an initiative to provide you with trained and experienced workers to ensure your home is in the best hands.

Our mission is to assist every household in India by delivering top-notch, dependable home care, making everyday living more convenient and stress-free.

With a focus on quality, trust, and flexibility, SAHYOG aims to be your go-to solution for all household assistance needs.

Signature Elements

Accessible → Certified and Experienced Workers → Competitive Pricing

Focus Audience

- **Household in Urban and Suburban Areas**

  Every household needs a helping hand for a clean living without any hassle, Sahyog is here to help you keep your house clean.

- **Service Providers**

  Sahyog service providers deliver household assistance directly to customers' homes.

Design Process

Value Chain Analysis → SWOT Analysis → Journey Maps → Mind Mapping → Brainstorming → Assumption Testing → Prototyping

Value Chain Analysis

Operations Cost

Salaries | Software | Hardware | Raw Material

INBOUND DELIVERY	OPERATIONS AND FACTORY	OUTBOUND DELIVERY	MARKET SALES	SERVICES
Hacks: Screening and recruiting workforce/household members **Connection Hubs / Agents:** Partnering local gym centers to reach out members	**Coordinating with client:** Efficiently allocating work hours and ensuring operational and service excellence while adhering to client needs **Quality Assurance:** Monitoring service quality to maintain high standards, ratings, and performance metrics **Background Check:** Implementing a robust background check process, including background checks, interviews, and skill assessments to ensure a trustworthy individual is recruited **Training and Certifications:** Providing ongoing training and certifications to enhance skills and qualifications for skilled and experienced professionals	**Coordinating with client:** Efficiently allocating work hours and ensuring operational and service excellence while adhering to client needs **Service Status Update:** Real-time tracking of the service status, ensuring timely updates on work **Service Status Update:** Real-time tracking of the service status, ensuring timely updates on work **Service Scheduling & Management:** Offering flexible scheduling options to accommodate both regular and occasional customer requirements	**Customer Acquisition:** Implementing digital marketing strategies, including social media campaigns, SEO, and targeted ads, to attract new users **Competitive Pricing:** Offering competitive and transparent pricing models to attract budget-conscious users and differentiate from competitors **Partnerships and Collaborations:** Establishing strategic partnerships with housing societies, corporate offices, or local businesses to increase visibility and market reach	**Customer Support:** Providing 24/7 customer support via chat, email, and phone to address queries, resolve issues, and maintain satisfaction **Loyalty Programs:** Implementing rewards or loyalty programs to retain customers and encourage repeat bookings **Continuous Training for Staff:** Offering ongoing training programs and skill enhancement opportunities for roles to improve their skills and service quality

Takeaways from Value Chain Analysis:

Recruitment | Screening | Certification

SWOT Analysis

STRENGTHS	WEAKNESS	OPPORTUNITY	THREAT
Convenience: Offering a comprehensive solution for cleaning and recruiting **Certified Professionals:** Offering roles who are trained and certified to ensure proper cleaning processes, ensuring safety and trust **Customization:** Tailoring services to meet specific household needs such as elderly care, cooking, or childcare **Availability:** Providing availability through the platform	**Service Coverage:** Limited service coverage might lead to a lack of services in certain areas **User Trust:** Users may need to build trust with recruited staff, especially in continuous, daily, or weekly cleaning	**Expanding to New Markets:** Opportunity to expand into Tier-2 cities and smaller towns **Additional Services:** Introduce new services or customizations within the app's offerings	**Worker Exploitation Concerns:** Potential risks of exploitation of labels, such as low wages or poor working conditions
	Recruitment Service Quality: Reliability in service quality may vary, affecting customer satisfaction	**Partnerships/ Collaborations:** Strategic collaborations with local businesses or organizations to enhance service reach	**Negative Worker Experiences:** Bad experiences or mistreatment of workers could impact the brand's reputation
	High Dependency on Platform: Reliability and quality of service depends on how well the recruitment and retention of users.	**Growing Demand:** The increasing demand for cleaning services presents an opportunity market expansion.	

Problem Statement

Recruiting maids is challenging due to inadequate training and poor communication, leading to skill mismatches and integration issues.

Designing a user-friendly onboarding process that accommodates professionals unfamiliar with technology, ensuring a smooth transition into the workforce

Ideations for Improving the Service:

Host job fairs in rural or underserved communities: This will help directly engage potential candidates from these areas and increase the diversity of the talent pool.

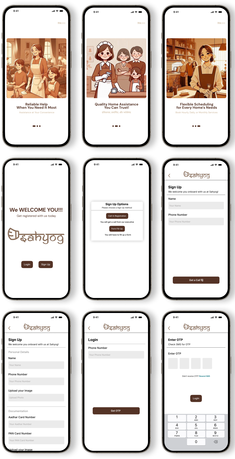
Conduct structured interviews focused on specific job-related experiences: This will help evaluate the truthfulness of the candidate's claims and ensure they have the necessary skills and experience for the role.

Introduce a "Certified" badge for service providers who pass all safety and background checks: This will provide customers with a clear indication of the professional's reliability and trustworthiness.

Use infographics or diagrams to visually represent the service process: This will help customers understand the service process more clearly and know what to expect at each stage.

Accessible onboarding process for the professionals: This will make it easier for professionals to join the platform and start providing services.

Ui Design



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