



Enlit Asia

Nomination for Innovation

PLN Mobile: A One-Stop Solution for Customer's Electricity Service Needs and Beyond



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PLN Mobile: A One-Stop Solution for Customer's Electricity Service Needs and Beyond

Executive Summary

PLN Mobile has successfully leveraged many aspects of PLN business, such as customer satisfaction, corporate branding, and the beyond kWh service platform through digital transformation in Indonesia. The transformation has seen PLN evolve into a more customer-focused entity, implementing responsive service channels, real-time data monitoring, and providing one-stop solutions to meet the evolving needs of its consumers.

Introduction

As Indonesia is an archipelago with over 17.000 islands and 250 million populations, the major challenge is how electricity can be distributed all over the country. Moreover, PT PLN, as a state-owned enterprise and the only company that distributes electricity across the country, serves more than 85 million customers with a diverse background ranging from industries to households, from urban to remote rural communities. In other words, PT PLN plays a significant role in providing all of the nation's electricity demands. Therefore, shifts in culture and lifestyle toward modernism and dynamism will result in increasing customer satisfaction.

Prior to the release of the new version of PLN mobile in 2021, PLN customers expressed their dissatisfaction in various ways, including social media. Customers, for example, complain about power outages ranging from household to industrial as a result of PLN service, which fails to meet customer's needs and expectations. The previous version of the PLN Mobile application was released, but the results were unsatisfactory. The customer's negative feedback and unsatisfying track record demonstrate this. As a result, only 500,000 users downloaded the app, and 450,000 users then uninstalled it. Furthermore, the app received only 2.5 stars, and the entire comments section was filled with customer dissatisfaction. Thus, a significant change in response to negative customer feedback is required.

Transformation Journey

After every hard work and effort from all parties in PLN, all the processes within PLN Mobile have been digitized without exception. The development of the New PLN mobile was carried out based on previous customer experience to come up with Improvement and Innovation. It had been evaluated and tested daily by all PLN employees for more than 1 year before it was officially launched. There are thirteen services that can be accessed by customers, ranging from electricity bill payments,

meter readings, customer complaints, electricity connection, and upgrading power, to marketplaces and electric vehicles.

Digitalisation is not only carried out from the PLN Mobile features but also from the business process behind it, which makes PLN Services much faster. Even for handling disruptions, the PLN Mobile application has been integrated with a virtual command center and Yantek (technical officer) Optimisation. The performance of PLN officers in the field, which was previously unmeasurable, is now measurable and directly monitored by customers as well as up to PLN's top management level.

Therefore, customers no longer wait in doubt when reporting complaints about their electricity because they can track the progress in real time. The new PLN Mobile is truly a solution-oriented application for the needs of 85 million PLN customers.

**“ PLN has totally changed.
From a complicated process to a more straight-forward.
From a slow-paced process to a very fast-paced, efficient, and effective.
All PLN Services are already in one hand through PLN Mobile**

- Darmawan Prasodjo, CEO PLN

Outcome

The evidence that the digital transformation yielded substantial results regarding customer service enhancement could be proven by contrast conditions. Before the digital transformation, PLN Mobile struggled with limited impact, having less than 500,000 downloads and a meager Google Play Store rating of 2.5. It failed to meet customer demands for quick, transparent, and user-friendly service, lacking essential transaction capabilities. Negative reviews went unaddressed, and an end-to-end digitalization mechanism was absent.

After the digital transformation, PLN Mobile experienced a remarkable turnaround. A dedicated customer service team was introduced, facilitating prompt responses to user concerns. The app was revamped to enable seamless transactions, bill payments, and complaint reporting, while real-time progress monitoring instilled transparency and trust. That is the reason of average recovery time has increased 3.3 times faster, and PLN revenue has surged by an astounding 31 times, soaring from a mere \$0.8 million to an impressive \$24.29 million.

Boasting over 40 million downloads and a stellar Google Play Store rating of 4.9, it became the top-rated app in its segment, leading the other similar services from EVNHCMC CSKH, SEB Cares, My TNB, and EDL. Compared to other similar apps, PLN Mobile boldly offers aggressive customer services tailored to meet all customer needs. While most other similar apps primarily provide billing history and monitoring, along with payment processing services, PLN Mobile offers an extensive range of services since PLN mobile is a fusion of customer service and mobile workforce management (MWM). Users gained access to updated electricity information, cost simulations, subsidies, promotions, and events. PLN Mobile's expansion into services beyond kWh, including ICONNET (internet retail), EV Digital Service, and Marketplace, showcases its comprehensive and customer-centric approach.