Creating Amazing CX

Transforming Customer Journeys : Creating Values

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Presentation Flow

1 Introduction to CX

2 Need-Gap Analysis

3 Way Forward

4 Action Plan & Conclusion

Expert Speak

"A customer is the most important visitor on our premises; he is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so"

~ Mahatma Gandhi

SmartKarrot
INTELLIGENCE DRIVEN OUTCOMES

"We see our customers as **invited guests to a party**, and we are hosts. It's our job **every day** to make every important aspect of the customer experience **a little bit better.**

~ Jeff Bezos

Customer Journey Experience

Anticipated

Momentary

Remembered

Accumulated

CX: The Changing Paradigm

Social & Connected

NIKE

>100 M

Nike Plus Members

Personalized Personalized

Starbucks

17 M

Active Loyalty App User

Fast & Convenient

amazon

>100 M

Day 1 Mentality

Data Driven

Chevron

Functions combined with a customer-centric mandate

Convenience

PETRONAS SETEL

Seamless and frictionless refueling experience

Immersive Experience

Shell

Market Hub 2.0 Equates to 19 Billion USDPA GO+

Delivering Happiness

HP हिन्दुस्तान पेट्रोलियम

Customers
LPG – 95 M
Retail 25 M/Day

The bar is rising fast.......

Evolving Consumer Preferences

52% of Indians / 38% global - Use search engine technology to find a product

40% Indians / 35% global - Purchase decision influenced by TV Ads. 31% Indian buyers influenced by celebrities or influencers

33% Indians / 16 % globally engage with chatbots to research products

51% Indians / 37% global consumers use social media to check out visuals or live reviews before making a purchase

Mapping CX

CX - 48

CRM Portal

Customer Survey

Mapping CX - NPS

51 Retail

55 LPG

57 Lube

45 Direct Sales

| 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

HPCL (52 %)

HPCL (75 %)
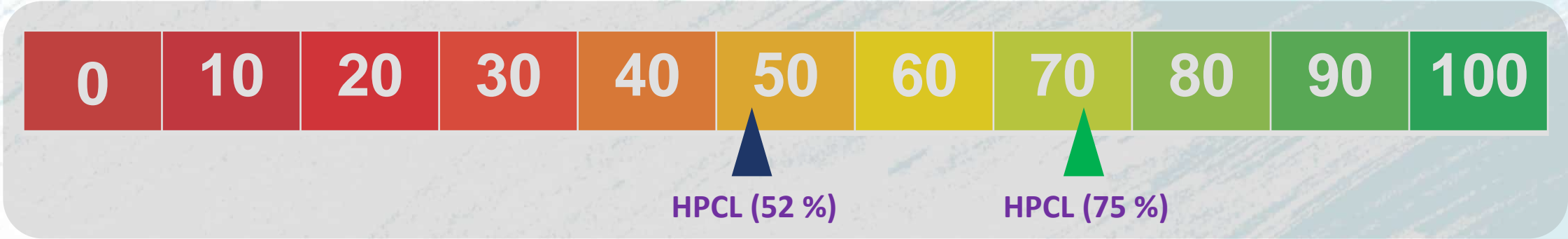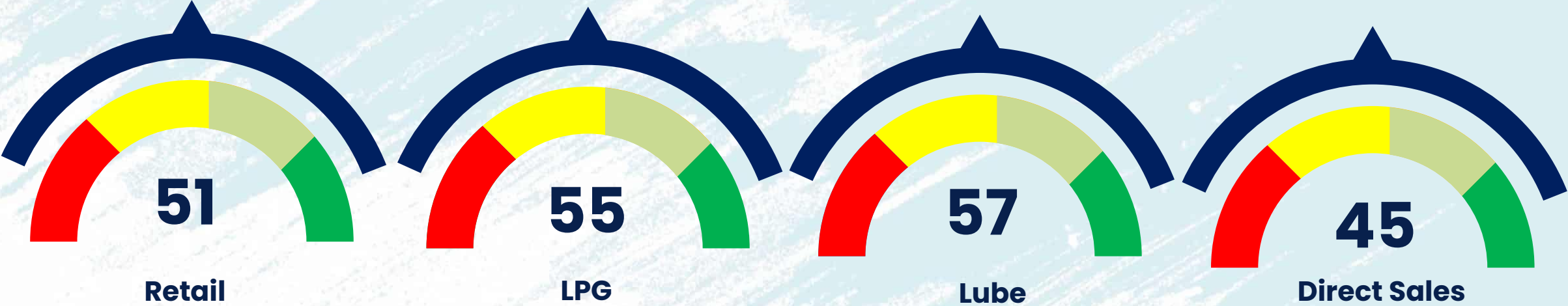
Show Movement from 52 to 75

Business Case

Connecting with customers through new and emerging technologies, focusing on life centricity, making every interaction with brand HP distinctive & memorable, thus creating amazing customer experience further enhancing our NPS

Customer Touchpoints

o **Retail Outlet : Visual (Put Retail Outlet), CSA, Transaction (Filling and Payment), Amenities , Digital Touchpoints, Feedback**

o **LPG : Showroom Interaction, Refill Booking, payment and Delivery, Post Sales assistance, Feedback, Digital Touchpoints, Extension (SAKHI/VLE), Govt. Schemes**

o **DS: Digital Touchpoints, order/indent/delivery – process, Post Sales , Feedback**

o **Lube: Digital Touchpoint , Pre-Post Sales Activity , Retailers, Workshop, Mechanics, E retailing websites, Customer Care**

Note : To be represented by photos in crisp form, can be made removing SBU also, only touchpoints

CX : Themes
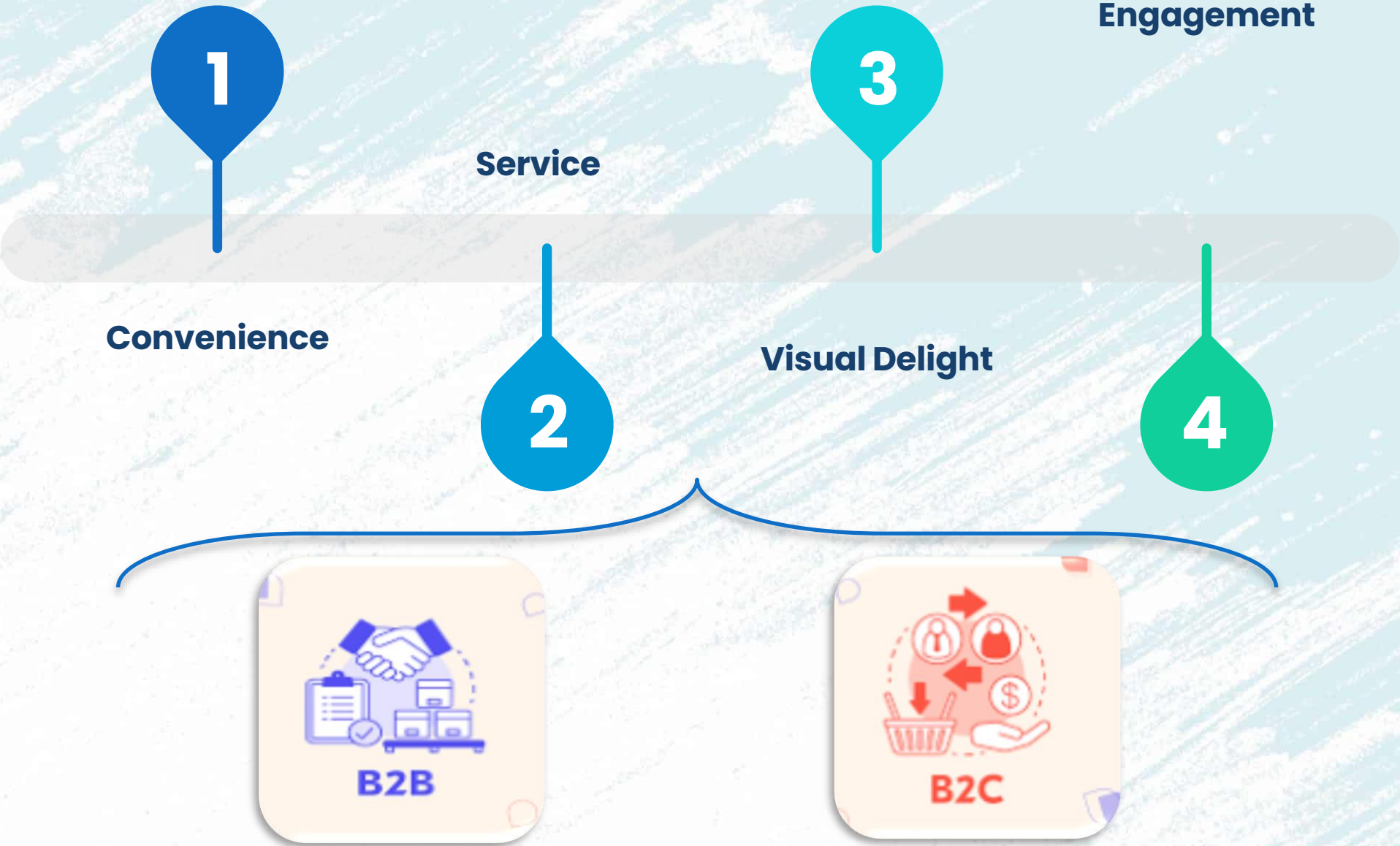
B2C-Convenience

5 Point Facilities SOP Impulse Buy Items on Island

Order of Animation :1

ITPS e-receipts NFC Payments Buy Now Pay Later

Order of Animation :2

Service at Fingertips

Order of Animation :4

Quick Service TAT

Order of Animation :3

On Time Every Time End to End Delivery Tracking

Order of Animation :6

HPPAY : Sync with DU & Carplay

Order of Animation :3

Service and Refill

Order of Animation :7

B2C-Service

Leveraging Strategic Alliance

Order of Animation : 6

ABC: Appearance, Behaviour , Competency

Order of Animation : 1

Travel Lounges on NH outlets

Sleep Pods Facility

Order of Animation : 7

Kitchen Cleaning & Other Services

Order of Animation : 4

Incentives/ R&R for Top rated CSA & Deliverymen

Order of Animation : 2

Service Orientation Framework for all SBU

HP ONE

Order of Animation : 5

Pre Bookings for premium service

Order of Animation : 3

B2C-Visual Delight

Market Activation
Order of Animation : 2

Thematic Outlets with Local Flavour
Order of Animation : 1

Leveraging Darpan App- Dealership Ratings - Benefit Program
Order of Animation : 7

Attractive Illumination
Order of Animation : 3

CSA/ Deliverymen Uniform : Regular Refresh
Order of Animation : 6

PAN India Look and Feel Contest
Order of Animation : 4

Standardisation of Delivery Vehicles and TTs with catchy branding
Order of Animation : 5

B2C-Engagement

Facilitating cross product convenience
Order of Animation : 6

QR/Loyalty Coupon Based feedback ratings at POS
Order of Animation : 1

Greeting/ Messages/Offers in Celebrity Voices
Order of Animation : 4

Exeperience centres
Order of Animation : 5

Robust CRM Intelligent Analytics
Order of Animation : 2

RFID based customer greetings on forecourt

Automated transaction display on Forecourt
Order of Animation : 3

Engaging social media influencers
Order of Animation : 7

Customer Centricity to Life Centricity

Changing the lives of the driving community

Integrated solution for multiple lifecycle goals

1 crore

Truck drivers and helpers neither eligible for pension or social security benefits nor saving for old age.
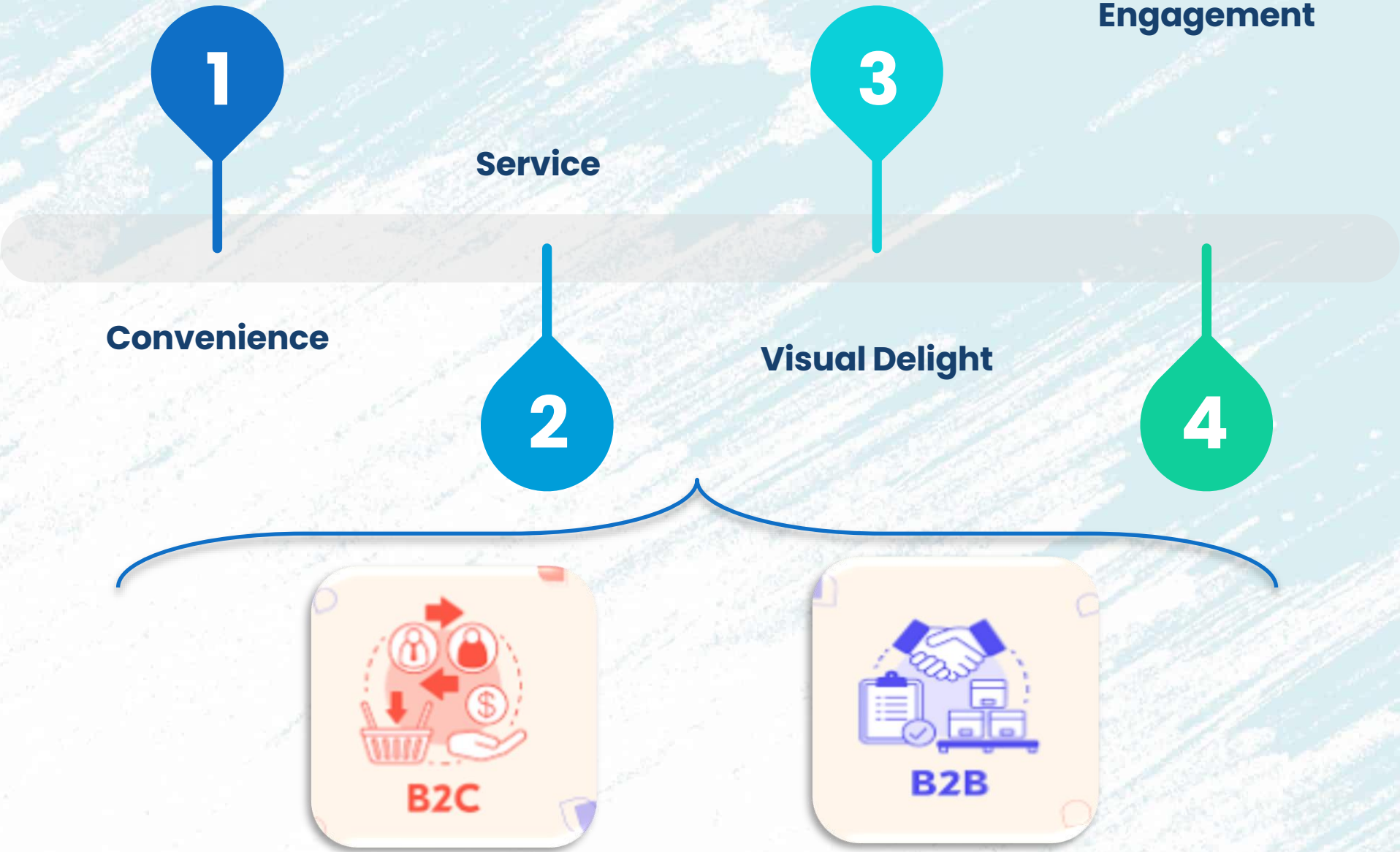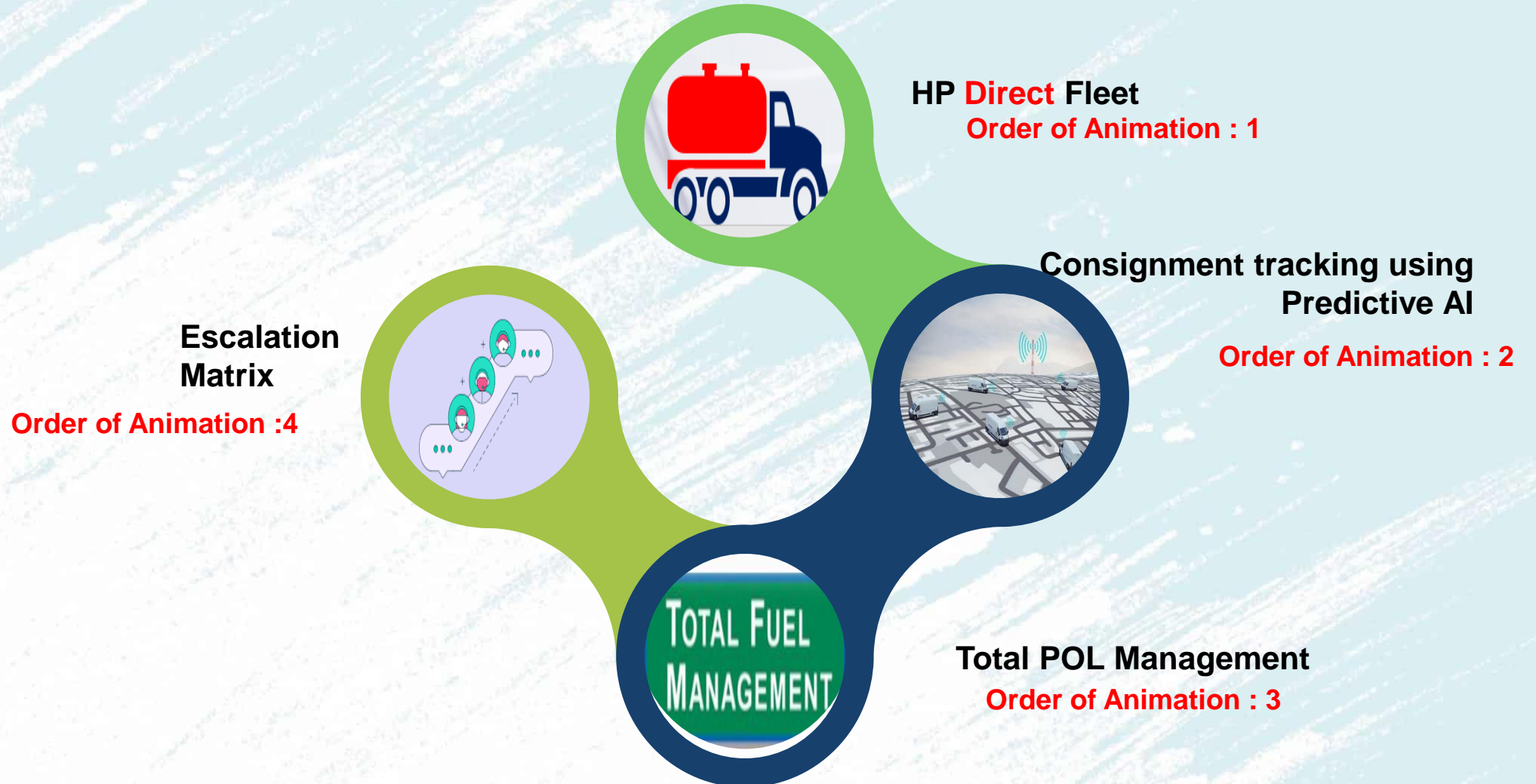
Co- Contributed – Micro Pension Scheme

Financial security and Liquid Savings

Emotional Connect

CX : Themes

1 Convenience

Service 2

3 Visual Delight

Engagement 4

B2C

B2B

B2B - Service

Key Account Managers at Zonal Levels

Order of Animation :1

Leveraging HPCL R&D with Customer's R&D Needs & Condition Monitoring with Collaborative research

Order of Animation :2

Consumer Pumps as Turnkey Projects

Order of Animation :3

Driving the culture of CX

- CX should be the centre of our universe.

- Every value preposition should have CX as anchor leading to Profitability, Productivity and Quality

- Institutionalizing Feedback: Covering every aspect of Internal and External Customers

- Creating CX champions : Acquisition, Development and R&R

- Raising the Bar
  - Inclusion in KPIs
  - Continuous Assessment & Improvement Plans

- CX as important part of Vision & Mission

Summarize the increment of NPS to 75 as outcome of 4 themes and interventions suggested

THANK YOU
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