

# SESSION-2, 1<sup>st</sup> March 2023 CUSTOMER EXPERIENCE IN THE DIGITAL AGE

DIVYESH K SHARMA

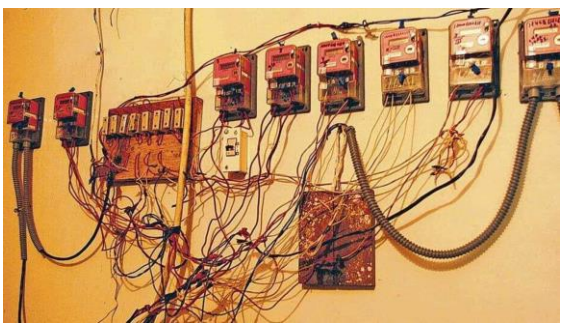
Senior Associate Director – Energy and Utilities,  
Research Triangle Institute International, India

# Changing Needs of Digital Consumers & Expectation

Consumers Need		<b>SUPPLY</b> <i>I need now?</i>	<b>ETHICS</b> <i>Can I Trust?</i>	<b>SERVICE</b> <i>Make it Easy, Pls !</i>	<b>DATA</b> <i>Know Me ?</i>	<b>ADAPTION</b> <i>Adapt to me!</i>
<b>What is Expected ?</b>	Approach	<ul style="list-style-type: none"> <li>Developing a multichannel platform that seamlessly onboard consumers</li> </ul>	Consumer information is more crucial than material assets	<ul style="list-style-type: none"> <li>Automated backend and Demand responsiveness for ease of access</li> </ul>	Seamless multichannel platform for advance analytics of entire consumer journey	Capacity building, Learning and Adaption interventions
	Experience	Upgrading from Transactional to Customer Engagement Experience	Foster confidence, led by example from Banking Industry,	Simultaneously enhance consumer satisfaction with lowering costs	Develop Consumer centric backend for a perfect value partnership	Draw a wealth of experience from Dynamic Environment
<b>Where we are.</b>		Cumbersome Documents Manumitted Processes Iterative	Low KYC Levels Consumption pattern Load Studies	Multiple Interaction for Basic Service Level Request	System Centric Backend Consumer needs to hack through the process	Consumer Adapts to utility through unlearning

# Key Challenges

Despite of significant Investments on modernising, the last mile still awaits to harp on its benefits



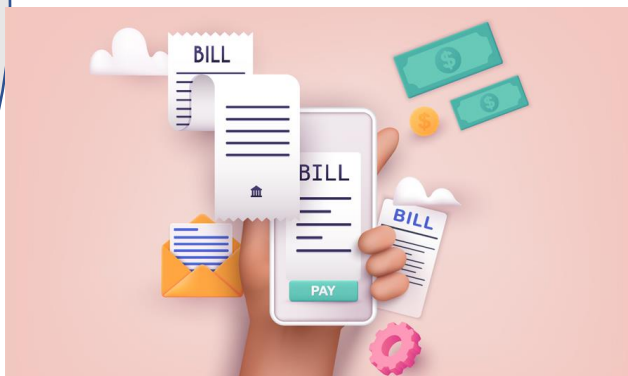
Incorrect / Irregular Billing



Poor Collection / Erratic Supply








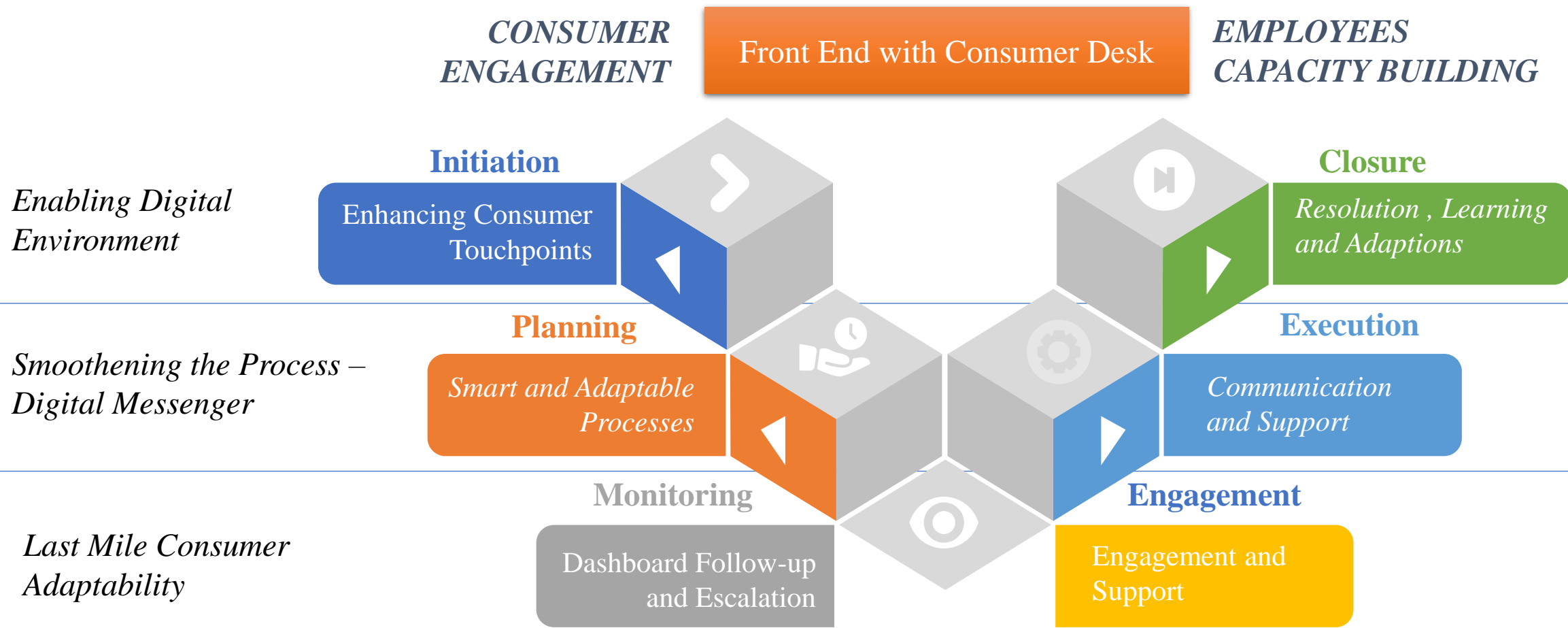
Long Queues



Procrastinated Processes



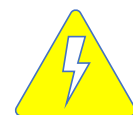
Efficiency Improvement Pillars >>	<u>Pillar 1 -</u> Process Re-engineering & Improvement	<u>Pillar 2 -</u> Commercial Interventions	<u>Pillar 3 -</u> Technical Interventions	<u>Pillar 4 -</u> Governance	<u>Pillar 5 -</u> Employee Engagement - Reward and Recognition
					
	Baseline	Benchmark	Transformation	Record	Analyze
	Act	Impact			
	<ul style="list-style-type: none"> <li>Streamline processes</li> </ul>	<ul style="list-style-type: none"> <li>Baselining of existing Processes</li> </ul>	<ul style="list-style-type: none"> <li>Technical Baselining, Walkdown survey and mapping</li> </ul>	<ul style="list-style-type: none"> <li>Governance Reporting</li> </ul>	<ul style="list-style-type: none"> <li>Baselining</li> </ul>
	<ul style="list-style-type: none"> <li>Quick turnarounds and fixing KPIs</li> </ul>	<ul style="list-style-type: none"> <li>B'mark Defective meters cases</li> <li>Empower enforcement with internal vigilance</li> </ul>	<ul style="list-style-type: none"> <li>SoPs for Technical Interventions</li> </ul>	<ul style="list-style-type: none"> <li>Process and Reporting Benchmarks</li> </ul>	<ul style="list-style-type: none"> <li>Capacity building and Training to all staff on Empowerment &amp; Motivation</li> </ul>
	<ul style="list-style-type: none"> <li>Enhance reporting and monitoring</li> <li>Escalation matrix</li> </ul>	<ul style="list-style-type: none"> <li>Regular Meter reading by curtailing Delay cases and Average Billing</li> <li>Empower enforcement with internal vigilance</li> </ul>	<ul style="list-style-type: none"> <li>Monitoring and correcting Feeder &amp; DT load balance</li> <li>Arrest Distribution loss on target feeders.</li> </ul>	<ul style="list-style-type: none"> <li>Efficiency monitoring and training cohesively enhances internal governance.</li> </ul>	<ul style="list-style-type: none"> <li>Conduct ideation and brainstorming workshops for senior staff</li> <li>Performance Improvement &amp; Life skill enhancement for all Staff.</li> </ul>



The Physical Consumer Desk Helps through;

1. Handholding the consumer with various processes and Compliance
2. Facilitate Escalation matrix on abnormal complaint resolution duration

Reduction in TAT by ~50%



No Power  
Complain



Bill Related  
Complain



Other  
Complain



Consumers Help  
Desk Registers  
Complain



A Docket Number is issued to the consumer on call or physical center



Back End Follow-up as per  
Regulatory Guidelines



Follow-up in case of  
resolution not achieved.  
Case study for learning and  
development



Consumer is satisfied,  
then complaint is  
marked as resolved



The closure of the  
complaint /status and  
concern is reported to  
client daily

# Improving New Connection Services

1



Transparent: Letting customer know the status of his/her application

2



Simple: Working on reducing number of required documents and area FI supporting them in the process

3



Time Bound Process: Ageing analysis and timeline check is done to highlight the stress areas in installation of new connection

REDUCING TAT BY ~25%

## Touch Point Impact

**Before**



**After**

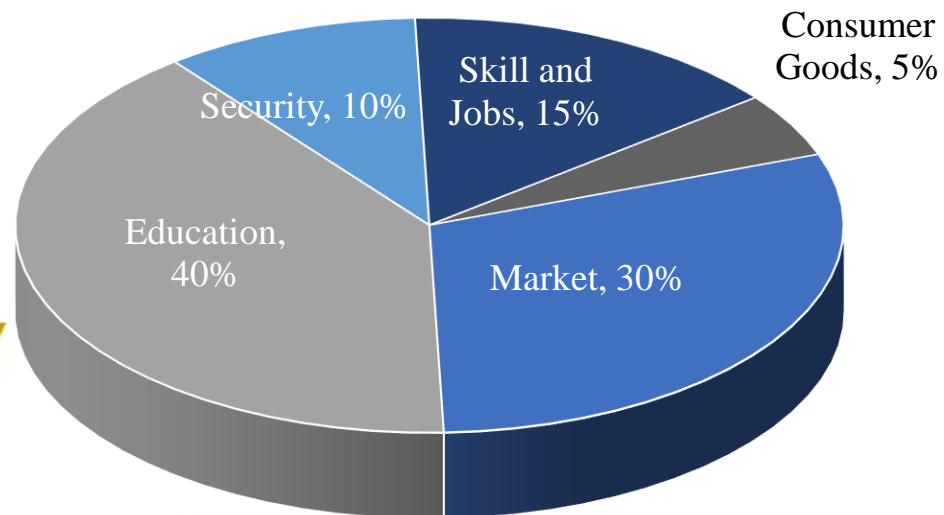




28 Feb – 04 March 2023 | New Delhi

## Deeg Pilot Feeders

Sub Div.	FY 2020	FY 2022
Avg. Hours of Interruption	7.09	2.24





# Citizen Response



**Renu,  
Sakhi Mahila Milk  
Produce**

All our gratitude to RTI and Jaipur Discom the technical officials, such improvements are crucial for reliability and quality attendance to the network. Saves us from accidents and necessary for women safety and empowerment. We support the initiative.



**Anurag Singh,  
Owner, Oil Expeller**

We are heavily dependent on supply reliability and quality.

Grateful, team RTI and Discom for the initiative on major network health related work. This has enhanced possibilities and avenues for entrepreneurs like us.



**Rakesh,  
Teacher**

The supply hours and lot of O&M improvement done in the area is appreciable.

Students need comfort and power supply for lot of research related assignments. We support RTI and Discom for the initiative.



**Ved Prakash,  
Doctor**

The work executed under the program has enhanced supply hours and quality.

This enhances better treatment and medical services availability to the area. RTI and Discom's efforts have proven useful



**Neera Sharma,  
Anganwadi Worker**

The Power Reliability in the area has improved significantly.

This enhances possibilities for working Women.

We are thankful to RTI and Discom

## Consumer Engagement

- Early handholding through Consumer Desks
- Communicating the Citizen Charter
- Enhancing the Outreach
- Responsibility and Respect your Utility

## Process and System Adaptabilities

- Knowing the Practice
- Communicate
- Follow up

## Capacity Building

- Training
- Field Support
- Governance Support

# Thank You

Reach us at [dsharma@rti.org](mailto:dsharma@rti.org),  
[mthapar@rti.org](mailto:mthapar@rti.org)

*For discussions/suggestions/queries email: [isuw@isuw.in](mailto:isuw@isuw.in)  
[www.isuw.in](http://www.isuw.in)  
[Links/References \(If any\)](#)*



# New Age Discoms: Modernisation with Capacity Building

Evidently all the initiatives on network improvement and implementation of IT and automation covered under different schemes sponsored by state Government or The Government of India, lead to

1. Improvement in Quality of Supply and Billing and Collection as well as
2. Reduction of AT&C losses

However, the critical fault line is evidently the Gap between Technology and Upgrade of the Human Capital. The Gap is Even wider in the vast Rural and Rurban Circles.

