

# Customer Experience in Digital Age

*Manoj Salvi*  
*Chief Executive Officer*  
*TP Ajmer Distribution Ltd*

# Musaddilal Experience



# Common Issues Faced by a Consumer

28 Feb – 04 March 2023 | New Delhi

New  
Connection



Billing  
Related

Meter  
Related

Unreliable  
Supply &  
Delayed  
Restoration

Payment  
Related

- Quality Service / Product
- Complete Transparency – Be Authentic
- Seek Knowledge / Sharing Information
- Shifting from Conventional Stores concept to Ecosystem concept
- Typing / Reading to Seeing / Hearing
- Respond to their needs proactively through Data backed prediction

- Personal Relevance
- Quick Response and Quality Resolution
- Omni Channel Availability
- Low Effort Experience
- Easy to Use platform
- Updated Information / Knowledge

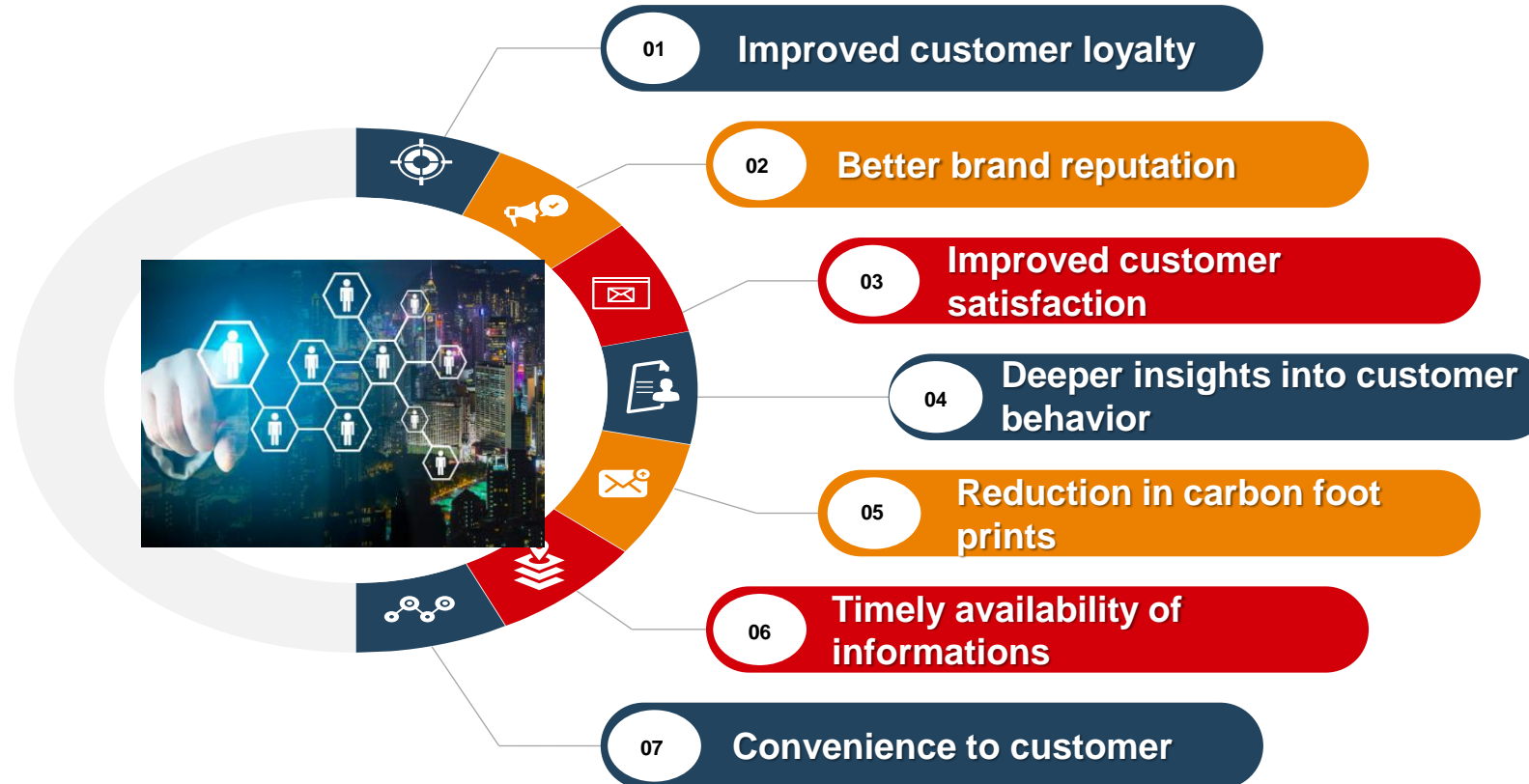
# Basic Rules to Follow

28 Feb – 04 March 2023 | New Delhi

- Ensure Supply / Billing / Payment system Healthiness
- In Case of need to get connected
  - Provide multiple & easy options to get connected
  - Provide personal touch
  - Make up-to-date information & knowledge available to agent
  - Quick resolution either thru tools and close monitoring
  - Provide Intermediate feedback
  - Close the complaint with feedback
- Improve based on RCA and Feedback



- Call Centre with CRM & Omni Channel Connectivity
- Self Service Option
- Two touch Mobile App
- Missed Call Option / Whatsapp
- Social Media
- Web Portal – Online Application / Payment options / Chat Bot
- CRC – Queue Management / Paperless with CRM
- Ebill Facility
- Multiple Bill Payment options / ATPM
- Know Your Electricity Consumption
- ESCO services – Dashboarding Solutions
- SCADA / DMS / OMS / Remote sensing tools
- GIS – Marg App
- Smart Meter reading Device / OCR / Optical port
- Self Meter Reading
- Dashboards – HR & Bill Despatch
- Robotic Process Automation
- AI / ML based Email Response
- Payment Default prediction
- Theft Detection Logics
- Smart Recovery & Disconnection App



# Thank You

*For discussions/suggestions/queries email: [isuw@isuw.in](mailto:isuw@isuw.in)*

*[www.isuw.in](http://www.isuw.in)*

*Links/References (If any)*