



TP Western Odisha Distribution Limited



**Presentation  
on  
Consumer Expectations, Supply Reliability And Service Delivery  
Challenges**

**Distribution Utility Meet (DUM) 2022  
Friday the 18<sup>th</sup> November, 2022**

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**TP WESTERN ODISHA DISTRIBUTION LIMITED  
(A TATA Power & Odisha Government Joint Venture)**



Lighting up Lives!



**1.**

**Indian Power  
Sector Scenario**

**2.**

**Changing Needs  
of the Digital  
Customers and  
their  
Expectations.**

**3.**

**Service Delivery  
Challenges**

**4.**

**Attending to  
Rural Customers**

**5.**

**Supply Reliability  
& MBC in Rural  
Areas**

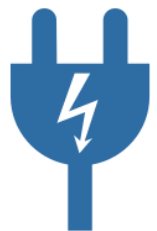
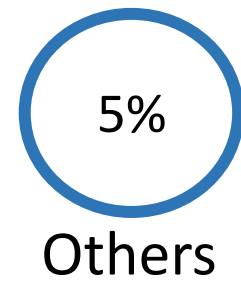
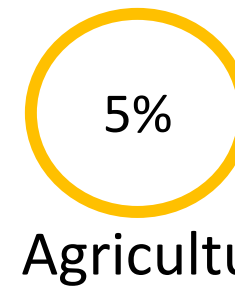
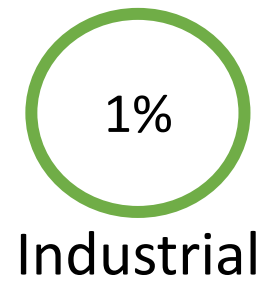
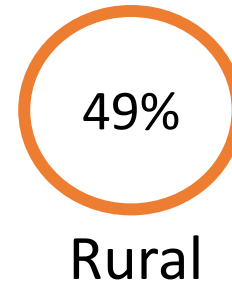
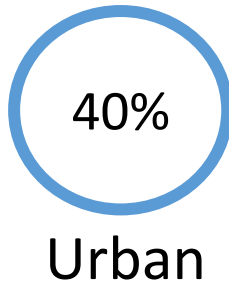
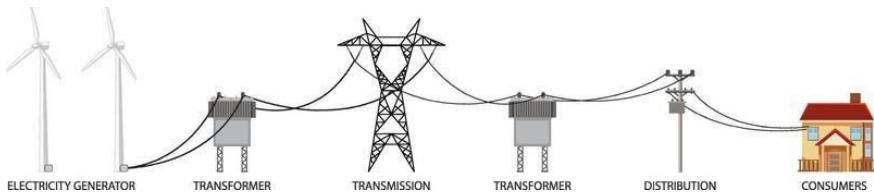


# 1.

## Indian Power Sector Scenario

# National: Statistics

**~30 Crore  
Connections**



## Average Power Supply

Rural: 20.89 Hrs

Urban : 23.52 Hrs



## AT&C Loss:

22.32%



**~31% make  
Online Payment**



**Bills generated on Actual  
Meter Reading: 78%**



**Avg time (Days) taken for Meter  
replacement**

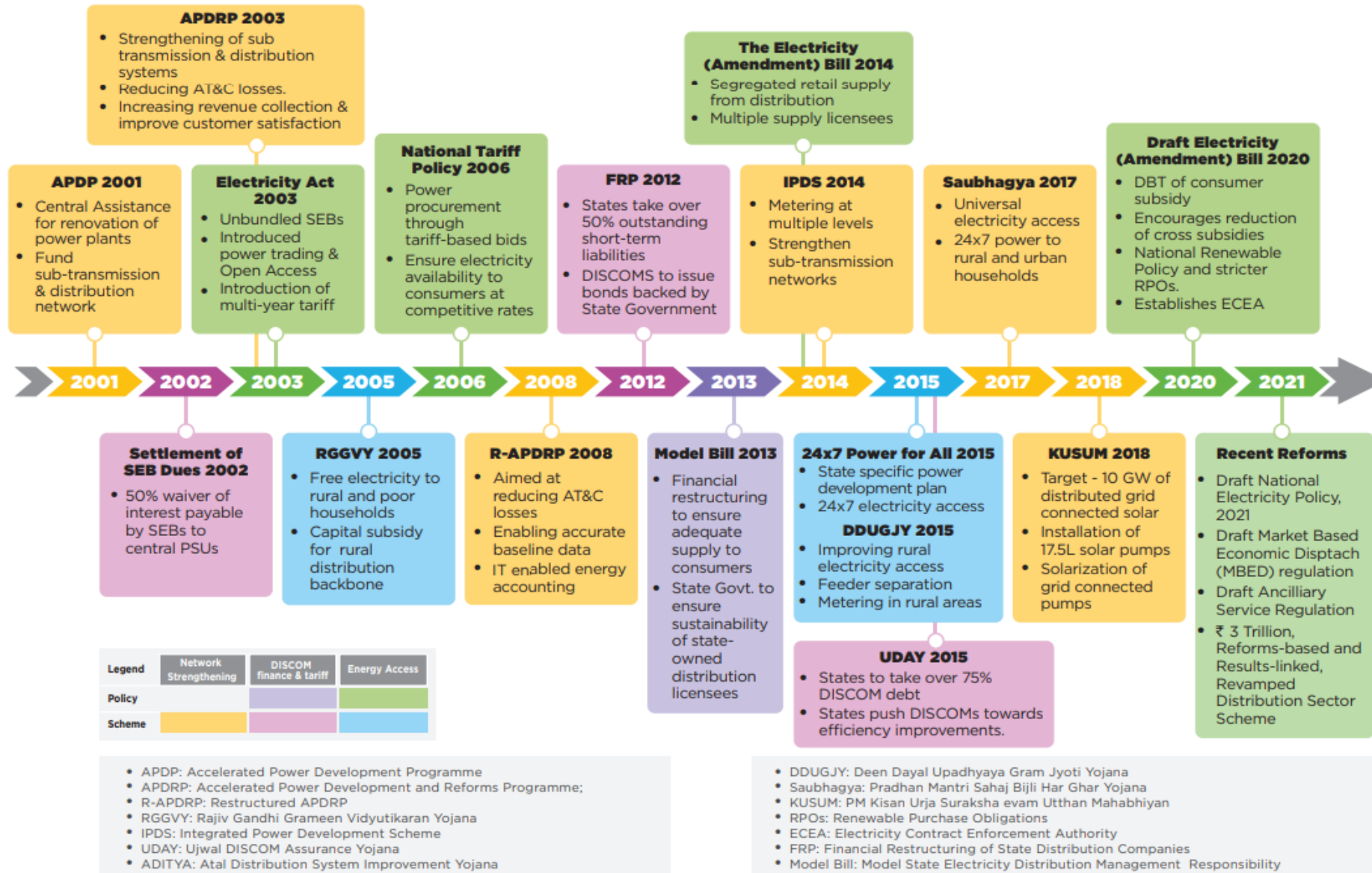


Rural: 44.35 days



Urban: 35.74 days

# Journey of Power Distribution Sector Reform in India



## Highlights of Electricity (Rights of Consumers) Rules, 2020

- ✓ Rights and Obligations
- ✓ Reliability of supply
- ✓ Metering
- ✓ Release of new connection
- ✓ Call Centre for Consumer Services
- ✓ Grievance redressal mechanism
- ✓ Compensation Mechanism

# Consumer Service Rating of DISCOMs (CSRD)

CSRD exercise was carried out to identify Discom performance & bring the healthy competition amongst DISCOM to enhance consumer experience. This is in ref with Rights of Consumers Rules, 2020 .

60  
DISCOMs  
in CSRD

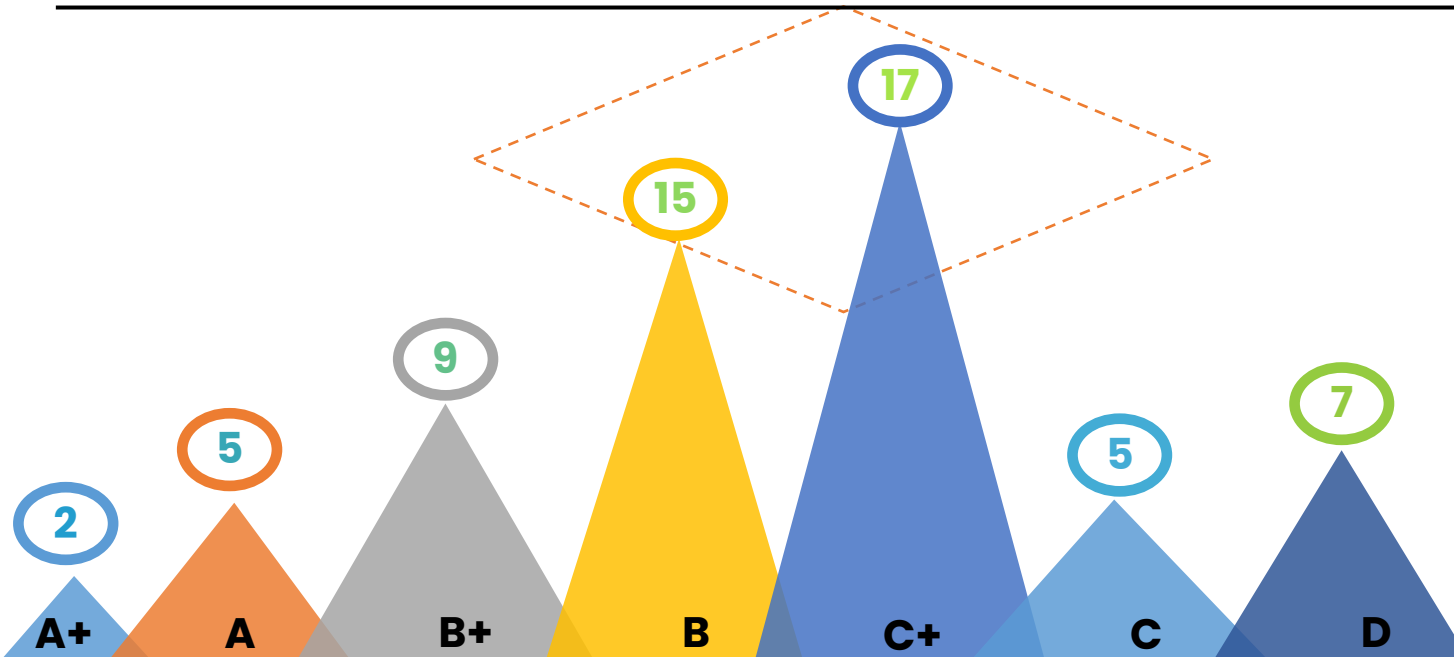
MoP designated REC  
Ltd. conducted CSRD  
study for the 60  
participating  
DISCOMs



41  
General  
Discom

10  
Urban  
Discom

9  
Special  
Category



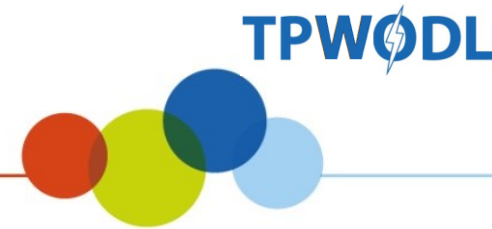
0.4 Cr Consumers of 2 Discom getting A+ Services  
( Both DISCOMs are under Urban Category)

2.1 Cr Consumers of 5 Discoms getting A Services  
( 2 Nos. are under Urban Category & 3 Nos. are under  
General Cat- Mainly from Southern Region )

14.3 Cr (47%) Consumers of 32 DISCOM are getting  
services of B & C+ Grade.



# Service Delivery in Indian Power Sector



## Connections & Other Services

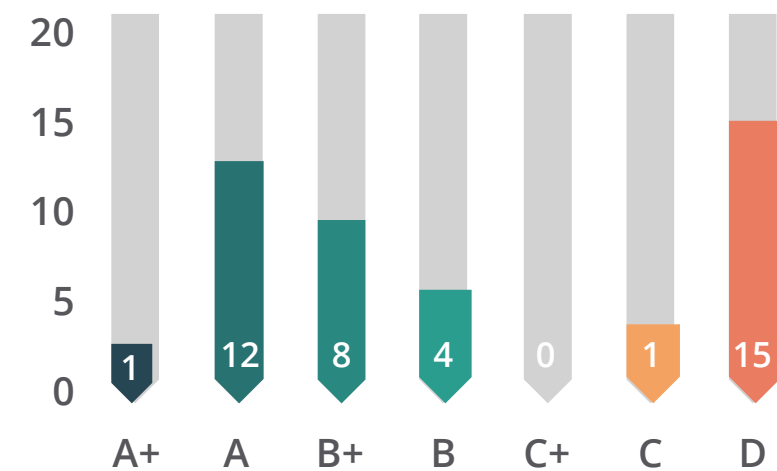
Grade Scale	A+	A	B+	B	C+	C	D
DISCOM Count	1	16	10	9	1	1	22
Consumer Spread	1%	43%	13%	7%	<1%	1%	35%

## Metering Billing & Collection (MBC)

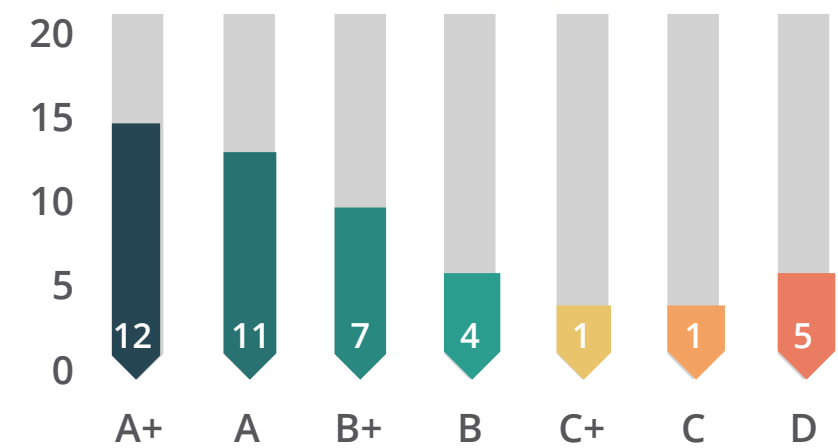
Grade Scale	A+	A	B+	B	C+	C	D
DISCOM Count	2	-	4	3	11	13	27
Consumer Spread	1%	0%	4%	6%	31%	19%	39%

## Fault Rectification and Grievance Redressal

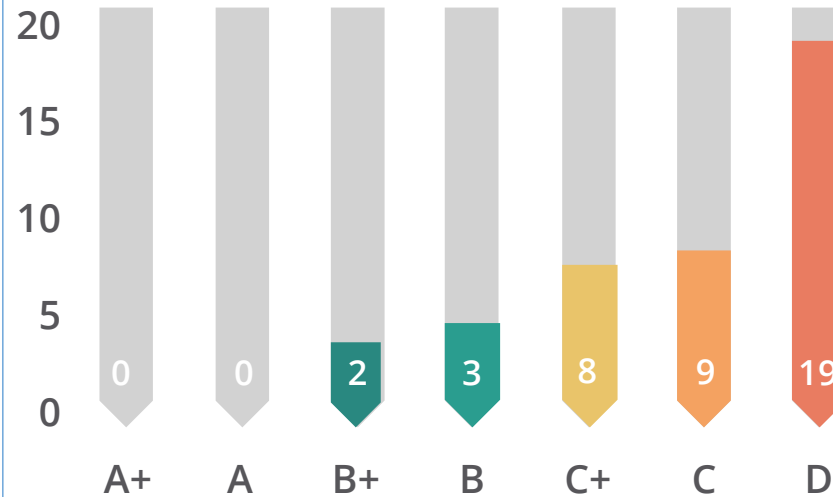
Grade Scale	A+	A	B+	B	C+	C	D
DISCOM Count	4	14	6	6	2	10	18
Consumer Spread	8%	35%	10%	5%	2%	24%	15%



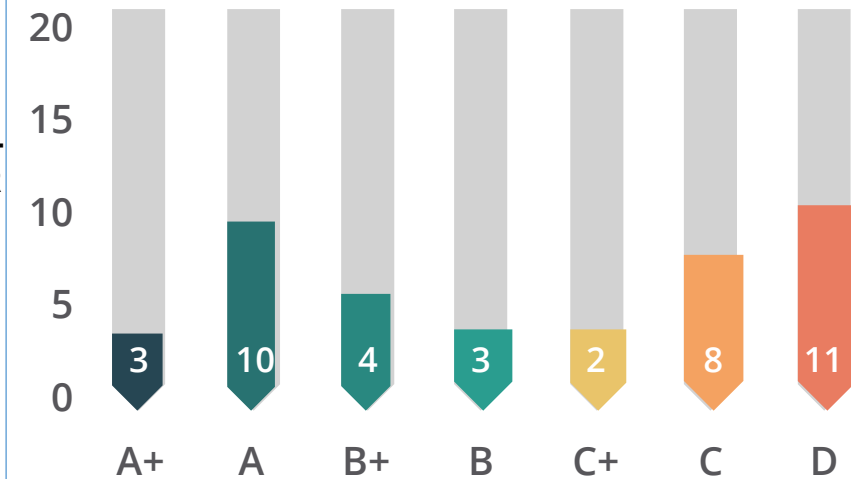
Connections and Other Services



Operational Reliability



Metering, Billing and Collections



Fault Rectification & Grievance Redressal

### Scope for Improvement:

- ✓ New Connection
- ✓ Metering, Billing & Collection
- ✓ Fault Rectification
- ✓ Grievance redressal

# Service Delivery in Indian Power Sector

## Best Practices followed:

Simplified Online process for availing Timely New connection

Minimum Documentation for new Service Connection

Door Step Service for rural consumers

Periodic reminders or intimation on activities- MBC, Outage etc

Seamless process for Meter Reading and Billing

Timely delivery of Accurate & Actual Energy Bill

Remote meter reading

A mechanism to avoid wrong disconnection

Prompt Compliant Resolution

Option to avail pre-paid or post-paid connection

Renewable Integration, IOTs/Smart Homes



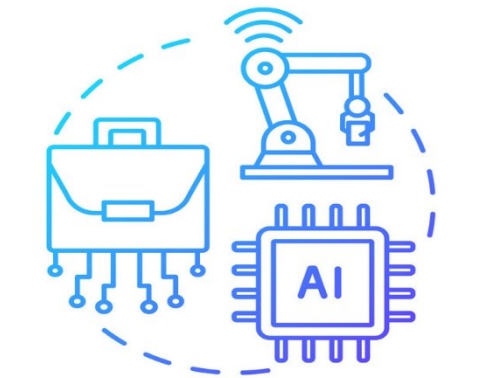


# 2.

**Changing Needs  
of the Digital  
Customers and  
their  
Expectations.**

# Digital Transformation

Before



DIGITAL  
TRANSFORMATION

After



# Changing Needs of the Digital Customers & their Expectations



## Technology Has Heightened Customer Service Expectations



### Customers Want To Do It Themselves & **Personalized service**

- App based Self Service e.g. Meter Reading
- On-Demand Meter Reading & Bills
- E-Care
- Smart Home



### Our '**Always On**' Culture Runs on 24/7 Service

- 24 X 7 Consumer service
- **Realtime Information on Usage , outage etc.**



### With **Ecommerce the Norm**, Customers Now Expect everything **Quickly**

- **Quick power restoration**
- First Time Resolution (FTR)
- E-Bill & E-Payment



### Customers Expect a **Mobile-Friendly** Experience

- Bill on WhatsApp
- **Single Window Mobile App**
- Consumer service on Mobile (WhatsApp, Twitter & Website)

# Changing Needs of the Digital Customers & their Expectations



While Consumer, As Individuals, Have The Capacity To Quickly Learn And Adapt To New Digital Mediums, whereas Businesses need time & resource to upgrade infrastructure.



## Core of transformation

### Digitised Customer-experience

Digital front-end processes

Integrated digital and physical experience

Customer life-cycle management

Customer experience management

### Value chain

Automated back-end processes

End-to-end digitization

Workforce productivity

Automated analytics and intelligence

**Are we ready ?**

## Technical and organizational engagement



### Technology

Connectivity

Data security

System and & architecture

Mobile interactive devices

### Organization and culture

Project culture

Agility

Cross-functional cooperation

Digital talent & Digital innovation



# 3.

## Service Delivery Challenges

# Service Delivery Challenges

## ✓ Data Sanitization

- **Outdated & inadequate contact information**
- *Integrated Business Applications*
- *Understaffing & Low operational expenditure*

## ✓ Automation –SCADA/DMS/ADMS

- **Old Infrastructure & inadequate maintenance practices**
- *Low-cost rural automation solution*
- *Lack of capital fund*

## ✓ Skillset

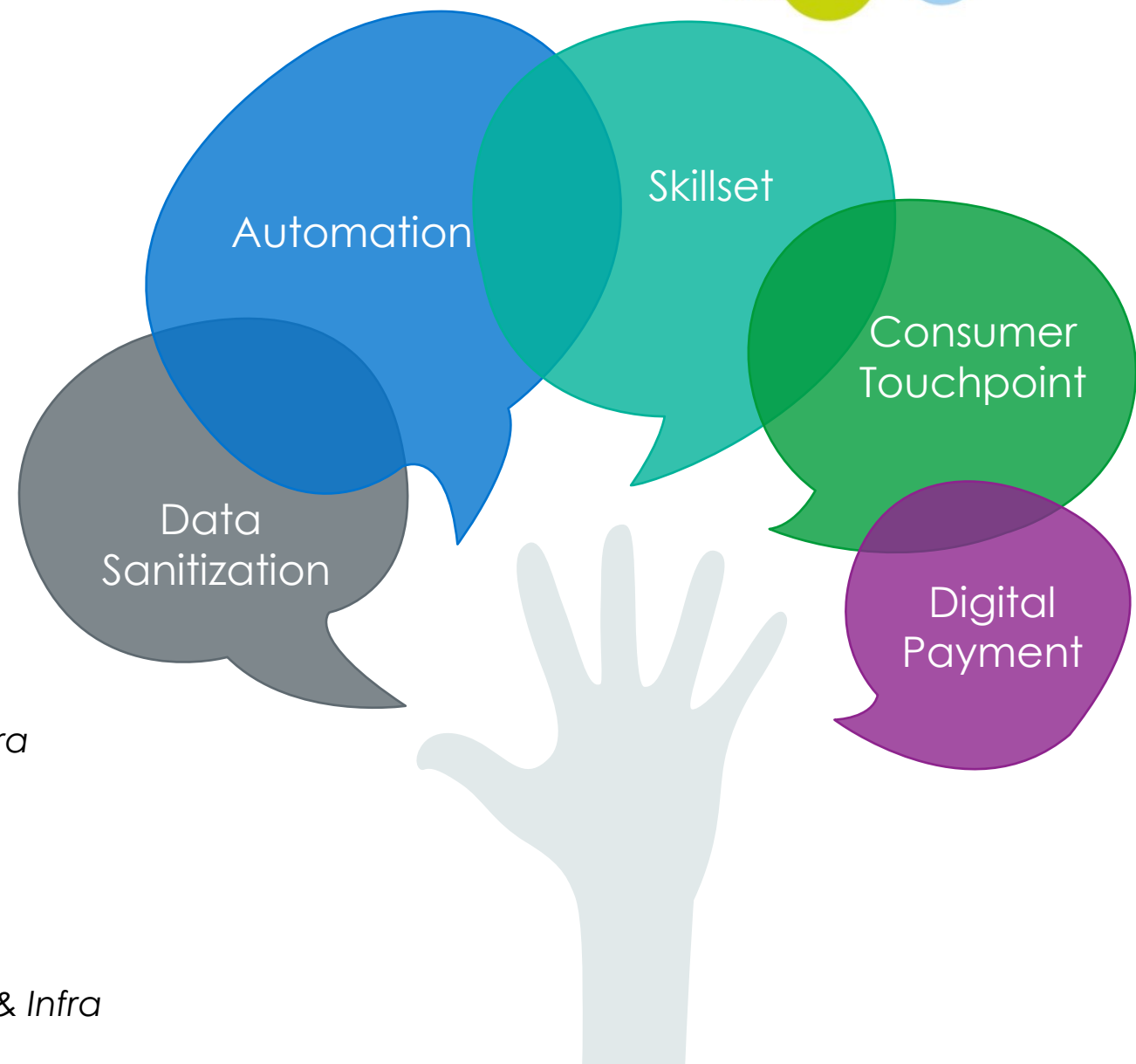
- **Competency Assessment & Need based trainings**
- *Innovative and adoptive work culture*
- **Skill-enhancement of Vendor Employees**

## ✓ Consumer Touchpoint

- *Inadequate 24 X 7 Call center & Consumer care center Infra*
- **Absence of Integrated complaint management system**
- *Unavailability of Single window service*

## ✓ Digital Payment

- **Reluctance to pay online-Trust factor**
- *Last-mile Digital penetration in Rural areas-Digital Literacy & Infra*
- **Legacy payment behavior**



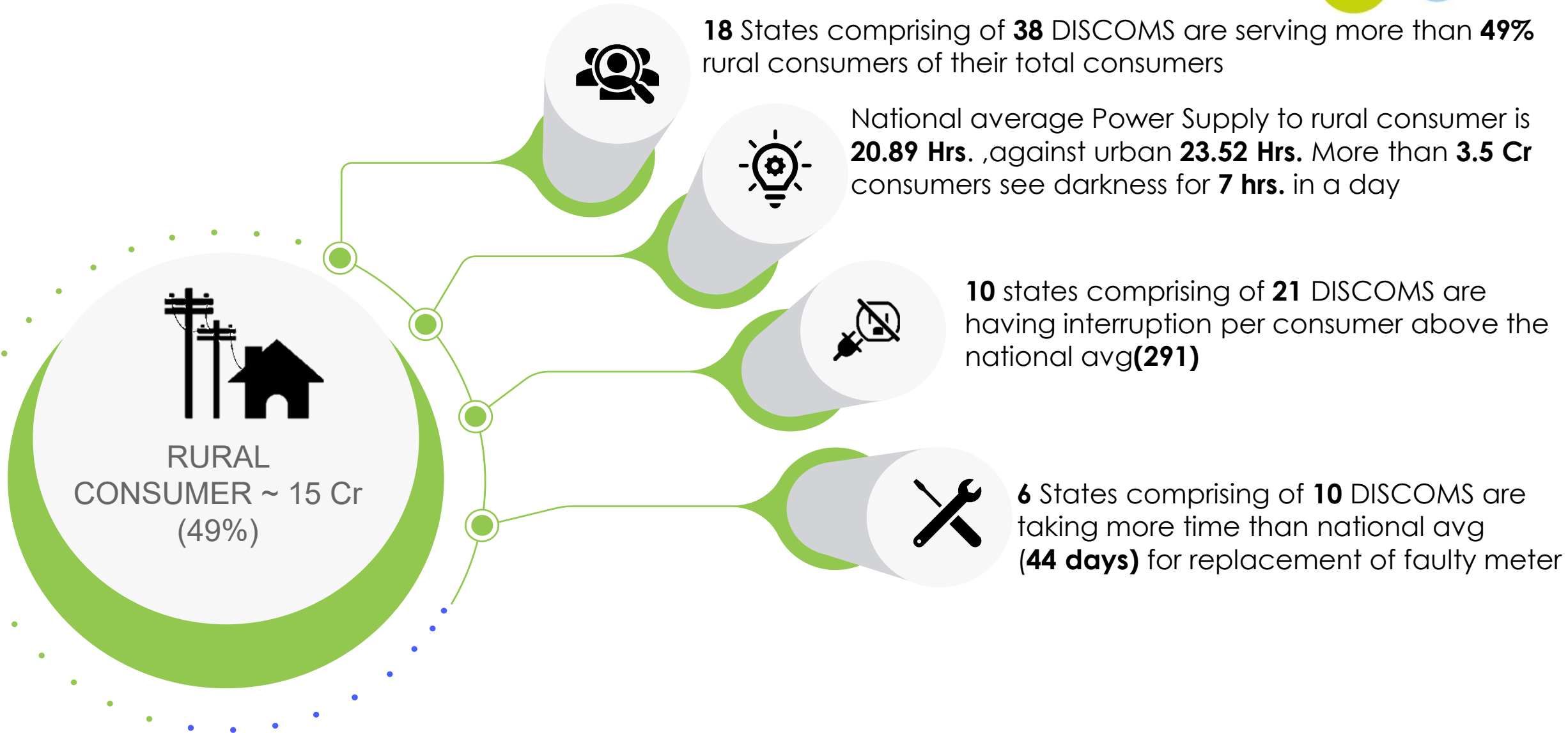




# 4.

**Attending to  
Rural Customers**

# Rural Consumer Insight

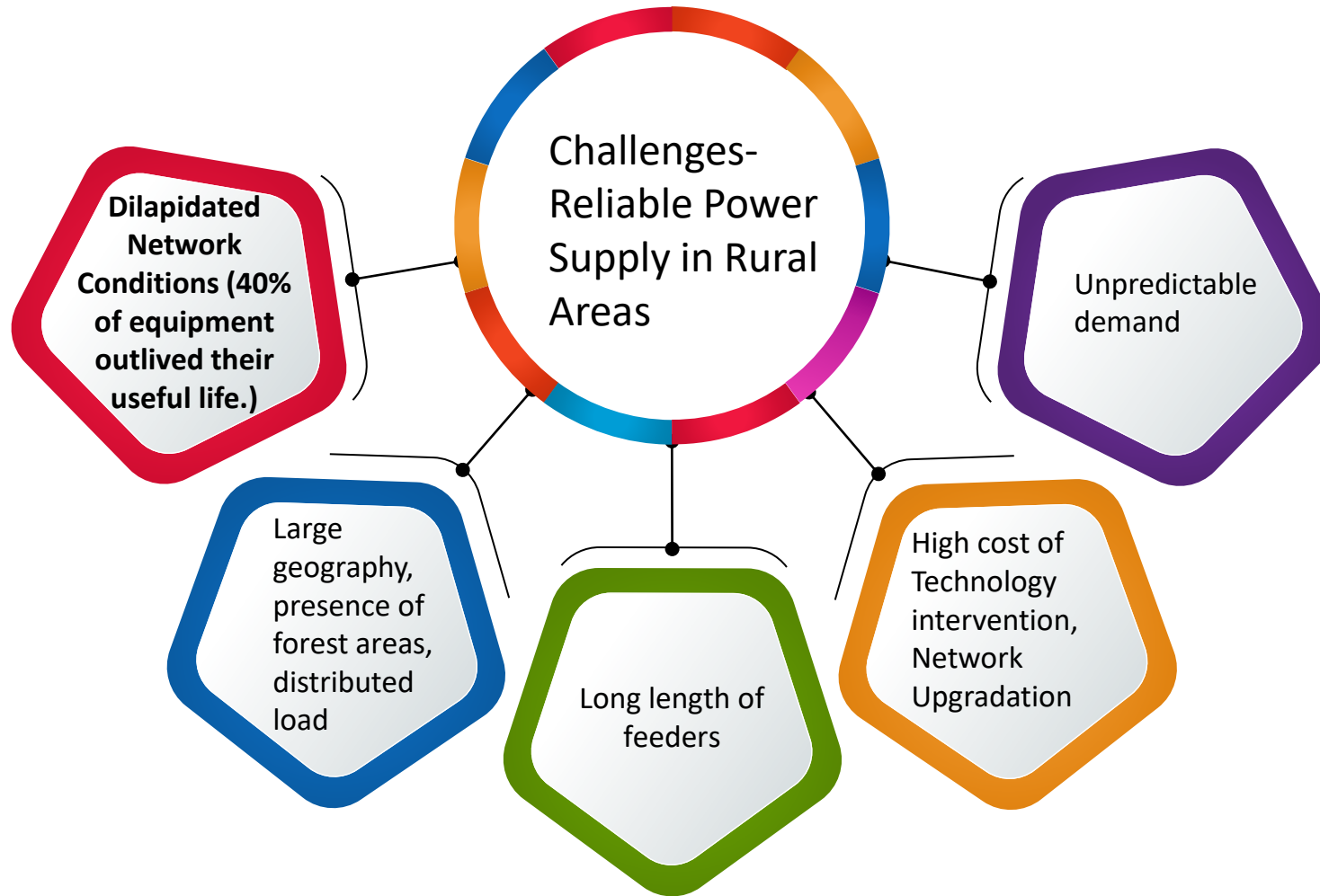




# 5.

**Supply Reliability  
& MBC in Rural  
Areas**

# Supply reliability in Rural area



## Best practices to improve reliability of Power Supply

Capital infusion for Network Strengthening in Rural areas through State/ Central Govt. Schemes like RDSS, DDUGJY etc.

Phase wise replacement of assets which have already outlived their useful life.

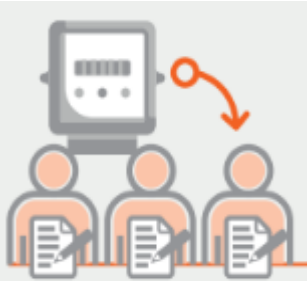
Implementation of new Technology products like Auto reclosers, Sectionlizers, FPIs, RMUs in network to reduce time, use of drone technology for preventive maintenance.

For Quick resolution of customer complaints, Establishment of Grahak Sampark Kendra at each Panchayat.

# Key factors contributing to less Metering & billing



**Lack of regular update  
of consumer contact  
detail**



**Inadequate strength  
of meter reader & bill  
distributors**



**Low compensation  
to Meter Readers**

**Less use of  
Technology  
For meter reading**



**Gaps in  
monitoring by  
DISCOM Staff**

**Understaffing &  
Low Opex**



# Key factors contributing to less Collection



**Inadequate or  
irregular income**



**Lack of trust on bill  
generated by meter  
readers**

**Inability to visit  
discoms counter due  
to long distance**



**Absence of Deterrence  
due to infrequent  
disconnection drives by  
discoms**



**Infrequent billing  
in certain  
locations**



**Waiting for FY  
closure or OTS**





# Exploring the solution for MBC



## Enhancing discom's capacity for regular MBC

- Ensuring adequate staff capacity
- Engaging local community members through context specific models such as Rural Revenue Franchise (RRF) in Bihar and SHGS in Odisha

## Effective monitoring system

- To monitor performance of ground staff
- Involving participation of political and administrative stakeholders
- Regular update and monitoring of the billing database

## Multiple bill payment mechanisms

- Offering multiple channels for payment, including e-wallets and digital payments
- Encouraging consumers for timely digital payment through financial incentives
- Offering staggered and flexible payment options to consumers with irregular income cycle

## Community engagement and awareness

- About benefits of timely payments, various payment modes available, including online payment and mobile application & Consumer services

## Improved access to affordable electricity

- Tariff structures for low income consumers to be determined as per NTP (National Tariff Policy) Statement on subsidy and cross-subsidy

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# Thank You!