



Curating digital experiences to deliver a riveting

customer experience

We are obsessed with our customer, and it is this obsession that has led us to continuously raise the bar on innovation so that we can deliver exceptional experiences to them and ensure greater customer lifetime value. At the centre of each innovation is our commitment to foster new connections, experiences, and possibilities for a new generation of customers.

Customer obsession as our chief differentiator

Our customer obsession is a trait that is immanent in every aspect of our operations – at customer touch points, network experience, customer-facing applications, go-to-market capabilities and stores to delivery teams of installation and fault repair. To give our customers unparalleled experience, we have been re-imagining customer journeys from an omni-channel perspective – which has led us to bring all our services under the single build of One Airtel.

Enabling an omni-channel customer experience

We have created the next-gen omni-channel experience for our customers, where today a customer can search, buy, get onboarded, experience and refer our services on any channel – be it offline or online. We have created the intelligence and tools to meet the customer requirement irrespective of the channel they choose.

This is what led us to launch Airtel Black, a dynamic and impactful convergence platform that sits on top of our billing stacks, allowing customers to bundle multiple services from Airtel in a single plan. This enables one single bill for the customer, one Customer Care number with a dedicated team of relationship managers, and priority resolution of faults and issues, in turn elevating the customer experience for our high value customers.

Our customer obsession also the reason behind Airtel's own self-optimising network which enables proactive auto optimisation of mobile networks, especially TDD (1800 MHz) to ensure that Airtel customers enjoy world-class high-speed data and voice experience.

Unleashing the power of One Airtel

Another milestone this year was retooling our organisation through two fundamental changes:

Moving away from fragmented channel organisation

The whole fragmented channel organisation was brought under one channel leadership team. Now, we have two channels serving all our consumer businesses – mass Retail channel and Direct to Customer. While enabling cost savings, the new structure has provided teams with bigger roles and has substantially simplified our interface with customers. In our Direct to Customer channel, the store is at the fulcrum of the catchment, with ownership of both commercial and residential areas.

Bringing home delivery organisation together

Now, regardless of whether it is Broadband, DTH or any other consumer business of Airtel, there is only one team that goes to the customer's home and delivers the solution. All this is powered by in-house digital capabilities – Airtel Work, a platform for any transaction or work across every part of Airtel.

On the back of our rich digital layer, digital palpates every aspect, be it in improving the customer experience, recommending an additional service, collecting payments or simply engaging. It is not only the best customer experience which is enabled by digital, but it also fires our premiumisation agenda and our Industry leading ARPU. It is the same digital experience that allows us to have low levels of churn and raise customer stickiness, directly benefiting the customer lifetime value.

Airtel Next-gen stores

