Delivering Exceptional Experience

Key Highlight for FY 2022-23

26% CAGR
Reduction in customer calls across services over the last four years

Customer satisfaction is at the forefront of all our endeavours. Recognising its importance, we are transforming our services, combining innovative technology and digital tools to create a seamless and delightful experience. Embedding simplicity and efficiency, we have adopted a new structural design philosophy to drive holistic improvement across the Search-Discover-Purchase-Onboard-Experience-Refer flywheel.

Our omnichannel approach ensures customers can engage with us anytime, anywhere. What we are building from a technology perspective will allow a customer to start a journey on any channel and finish anywhere. This is holistic in nature, covering both self-serve and assisted channels. We foster trust and loyalty through innovative and intuitive interactions. Harnessing the power of data mesh, we deliver personalised services and reduce interactions.

We made several structural interventions during the year in our services to leverage Artificial Intelligence (AI), Data Science and Generative AI. From analysing speech and intent detection to smart resolution of incidents, AI tools drive these capabilities. We also employ AI-based self-healing tools and services to improve service resilience and availability.

In order to achieve our desired outcomes, we continuously invest in various aspects of our network. We also implement strategic changes to future-proof our networks. All network investment decisions are predicated on a holistic TCO assessment that not only considers revenue and cost but also our experience.