Intellectual Capital

SDGs impacted

Material Topics included

- Information security and customer data privacy
- Climate change, energy efficiency and emission reduction
- Enhancing customer experience and satisfaction
- Digital inclusion and enhanced access to ICT
- Innovation of products and services

We leverage our intellectual capital to drive innovation and efficiency across the organisation. Our skilled digital workforce, a digitally driven brand, a robust three-layer digital ecosystem, and strategic collaborations with leading global partners form the key pillars of our intellectual capital. We continue to invest in advancing our digital capabilities. Our focus is on key offerings including Airtel IQ, Airtel Financial, IoT, Security and Cloud among others.

Robust digital foundation

Airtel operates on a robust three-layered business model: Digital Infrastructure, Digital Experience, and Digital Services. These foundational layers enable us to continually enhance our service offerings, drive innovation, and solidify our position in a digital landscape. By providing secure and reliable digital solutions, we empower individuals and businesses alike.

Within our Digital Experience segment, we have developed four platforms for our B2C business: buy, bill, pay, and serve. Each platform plays a crucial role in our digital strategy, simplifying customer journeys on our network and inspiring users to explore new possibilities. Additionally, in our network experience, we have implemented structural improvements and utilised digital tools and analytics to significantly improve the experience and thus reduce customer churn.

Our Digital Experience is underpinned by a robust digital infrastructure, which is further enhanced by our Converged Data Engine (CDE). This engine, built atop our infrastructure, spans all our categories and regions. It offers a pre-existing data model rooted in telco expertise, allowing for rapid customisation. Moreover, it automates data ingestion from all telco databases, ensuring high standards of quality and governance. The CDE intelligently recommends actions across sales and service channels based on data signals. It also includes a Customer Lifecycle Management (CLM) tool for seamless integration across various channels, ultimately enhancing the customer experience.

Over the years, we have used digital technology to build a suite of platforms, products and services that deliver an immersive experience to customers. While our digital platforms help us to enhance customer experience through consistent and intuitive interactions across all channels, our elaborate digital offerings, such as the Wynk (music streaming), Airtel Thanks app, Airtel IQ (CPaaS business), and Airtel Payments Bank collectively ensure a seamless, secure, and enriched digital experience for customers. Through continuous innovation and strategic collaborations, we have stepped up the growth of digital services and capabilities, particularly in the B2B space. The digital transformation has enabled us to deliver accelerated growth in the form of industry beating ARPUs, reduced churn, and improved productivity, while enabling us to serve customers in an omnichannel way. We have 220 million monthly active users of our B2C digital portfolio, including Airtel Wynk, Airtel Thanks and Xstream.

Intellectual Capital

Expanding focus on digital services

Airtel prioritises digital innovation as a core strategy, leveraging cutting-edge technology through strategic investments. We continue to focus on investing in advanced digital services in order to deliver an exceptional customer experience. This forms the trigger for our progressive shift from product-based offerings to customised solutions such as Airtel Advantage, Airtel CPaaS (Communications Platform as a Service), and Airtel IQ. These solutions, backed by our robust data infrastructure, empower us to meet evolving customer demands, such as those of enterprise customers, with whom we are developing 5G use cases and thus, evolving reliable and scalable solutions. Our relentless focus on research and development ensures we stay ahead of the curve, consistently offering the latest and most effective solutions to our customers.

Empowering innovation with the digital workforce

We are driving innovation with the support of our exceptional in-house digital talent. In fact, our entire digital portfolio, which includes Airtel IQ, Airtel IoT, Ads, SD-WAN, Cloud, Airtel Finance, our own workflow app Airtel Works, our ASON platform and many more, have been built in-house. This highly skilled workforce, which fuels continuous innovation, has grown by ~22% since FY 2021-22. Our Innovation Lab, a dedicated hub for cutting-edge solutions, focuses on emerging technologies like IoT, Digital Engineering, AI, and Machine Learning. This ensures we deliver solutions that meet the ever-changing needs of a digitally transforming India.

2,800+

Digital talent base

Strategic alliances: Path to mutual growth

Strong strategic partnerships have been instrumental in driving Airtel's innovation revolution and in building world-class solutions that solve hard problems. These collaborations with industry leaders like Ericsson, Nokia Siemens Networks (NSN), Huawei, Cisco, IBM, Avaya, ZTE, and Google allow us to co-create innovative and customised solutions that fuel progress.

Our Startup Accelerator Program supports India's vibrant start-up ecosystem. We provide early-stage companies with funding, mentorship, and access to global partners, empowering them to scale sustainably. They can leverage our vast network and millions of customers to deploy their innovative technologies and applications.

Read more about 'strategic partnerships and alliances' during FY 2023-24 in the 'Management Discussion & Analysis' on Page 144
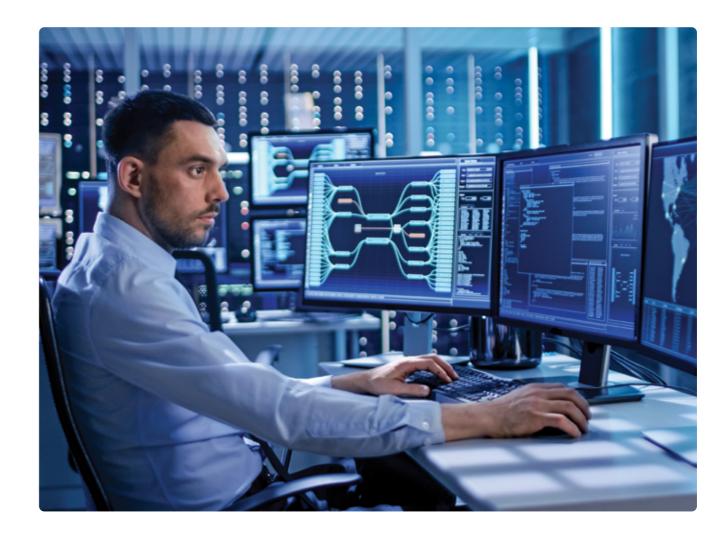

Case Study

Unveiling India's ground-breaking self-serve marketing platform, Airtel IQ Reach

In FY 2023-24, Airtel unveiled Airtel IQ Reach, India's first self-serve marketing platform. This intuitive tool empowers businesses, particularly small and medium businesses, to launch targeted campaigns through personalised messages.

Built on Airtel IQ, the world's first network embedded CPaaS, Airtel IQ Reach offers a cost-effective solution with prepaid plans. Businesses can manage everything from designing targeted messages for their customers to tracking results through a single, user-friendly portal. This empowers them to take complete control of their marketing efforts.