

Crafting Brilliant Customer Journeys



Obsessed to deliver brilliant customer experience across all fronts, we have transformed our services to simplify and improve customer journeys across channels by leveraging technology. Our approach drives holistic improvement across the customer flywheel. Leveraging technology enables us to drive several structural resolves in our services. Airtel's data platform is an intelligence layer driving acquisition, experience and reduce customer interactions.

We are leveraging technology to make customer journeys contextual, intuitive and omnichannel. With simplicity and efficiency at the core, over the last two years, we have re-pivoted our philosophy to augment enhanced experiences across the flywheel – Search-Discover-Purchase-Onboarding-Referral. This omnichannel approach enables

our customers to engage with us anytime, anywhere – be it through the app, offline store, or through a call to our call centre.

Data science and digital tools are driving agility, allowing us to allocate resources more effectively, and ensuring accuracy and reliability of services.

Highlights

2x

Rise in customer additions through digital channels

>15%

Reduction in B2C customer service requests

~14%

Reduction in overall B2C customer interactions

~30%

Reduction in B2C non-network service requests