

EXCEPTIONAL EXPERIENCES ACROSS EVERY TOUCHPOINT

For us, customer obsession is more than a philosophy, it is embedded in Airtel's DNA. Our approach to delivering exceptional experience rests on two pillars: platform-led simplicity and network excellence.

We have transformed the customer lifecycle with our omnichannel 'Buy, Bill, Pay, Serve' platforms, enabling intuitive journeys across all channels. This model is now being scaled to our B2B business. Our digital-first engagement model is powered by digital platforms and applications, offering self-care features, real-time issue resolution and personalised offers, all tailored to empower customers and simplify interactions.

Advanced digital tools provide deep network visibility down to 100m x 100m grids, enabling precision interventions and structural resolve. Our proactive network management ensures speed and reliability where it matters most.

Our AI-powered, Anti-SPAM solution, an industry-first, has already flagged billions of unwanted calls. This solution not only protects our customers but also improves transparency and trust across customer interactions.

26.2 Bn

SPAM calls notified to customers

1.4 Bn+

SPAM SMS notified to customers

10

Indian languages for SPAM notification to customers

>17%

Reduction in B2C customer interactions in the last two years

>18%

Reduction in B2C customer service requests in the last two years