Digital CX Transformation – Driving Effective Change Management to Elevate Consumer Services
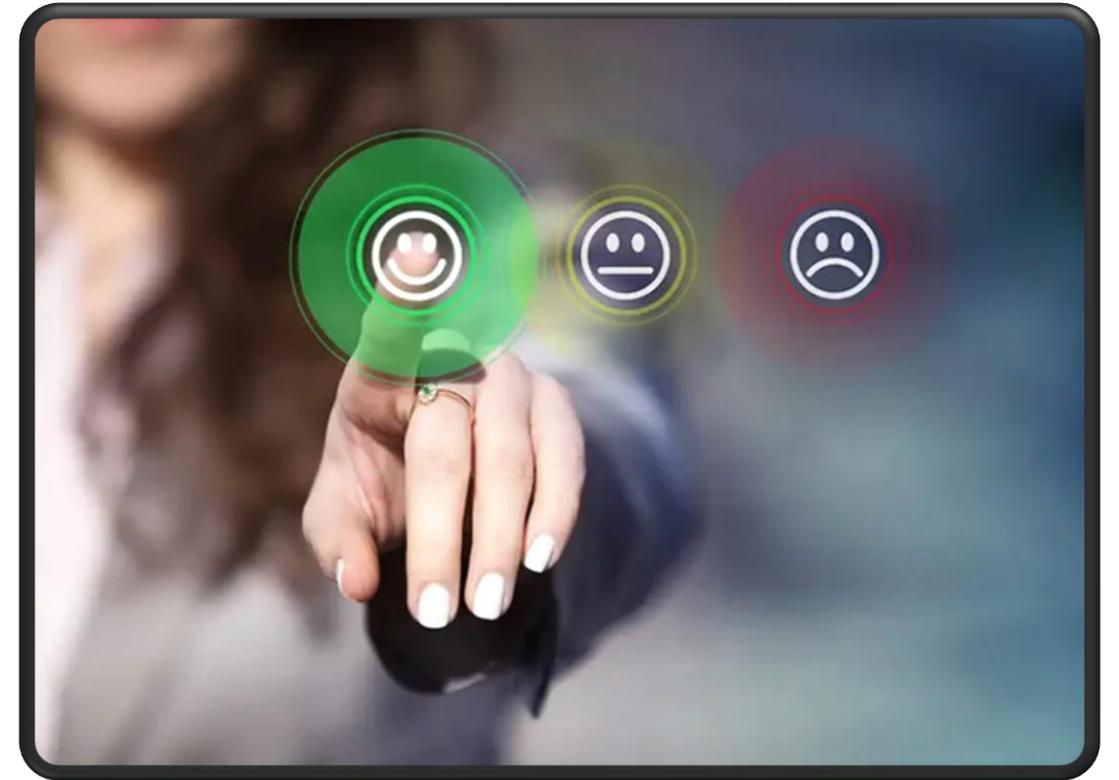
Customer Relations and Digital Initiatives

"India's first fully integrated Electrical Utility Company with a private participation in generation & distribution of electrical power"
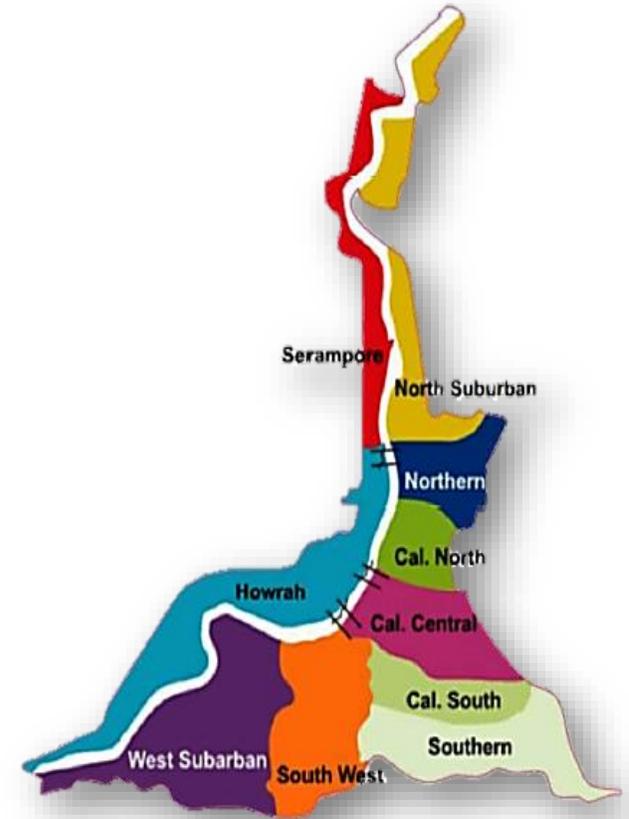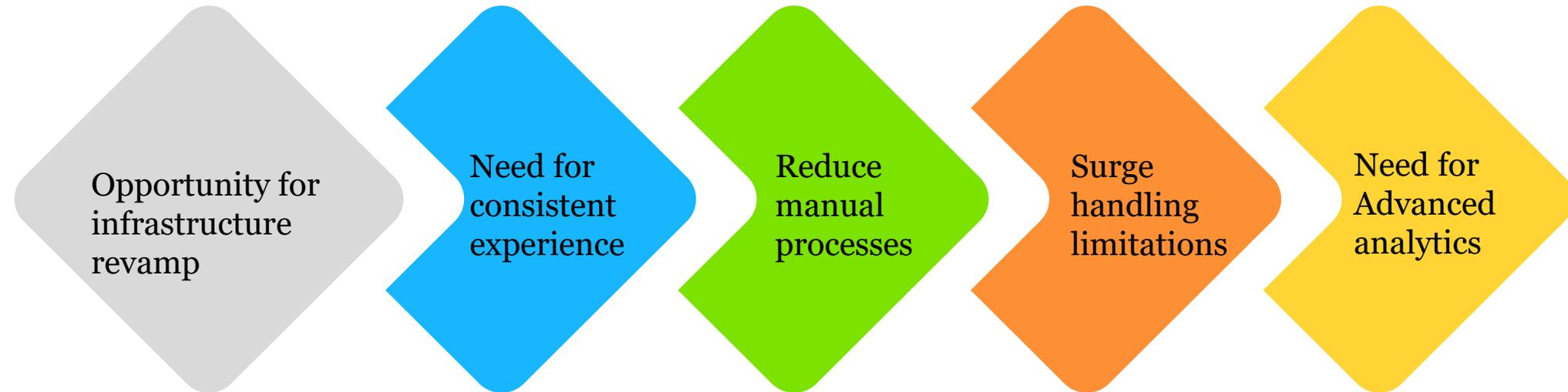
Established in **1897**

Headquarters **Kolkata, India**

3.7 Million+ Customers

Service Area **567 Sq. KM**

Serving the twin cities of Kolkata & Howrah

Opportunity for infrastructure revamp

Need for consistent experience

Reduce manual processes

Surge handling limitations

Need for Advanced analytics

Negative customer sentiment could impact brand credibility

"From reactive, fragmented systems… to a predictive, scalable digital ecosystem."

Simplified journeys

- Perceived complexity
- Fragmented flows→ customers prefer offline where "someone handles it"

Industry Benchmark

- 70% of urban users expect utilities to behave like FinTech/UPI apps

Shift in Customer General Behaviour

- Customers expect 15-minute fulfilment eg booking taxis, ordering groceries, raising service requests
- Demand for ease, immediacy, control, and self-service resolution

Digital Expectations

- Minimal clicks,
- No repetitive logins
- Vernacular options
- Instant acknowledgements,
- Real-time updates,
- Zero-friction payment journeys

01 **Rights of Consumer Rules, 2020**

Utilities MUST:

- **Provide self-service** options for all key journeys
- **Offer real-time** outage updates
- **Maintain** digital grievance redressal
- **Ensure** service quality & compensation tracking

02 **Forum of Regulators – Jan 2025 CX Mandates**

- Recent **FOR directions** emphasize the shift toward next-generation digital CX, including:
- Enhanced mobile app experience
- Digital payment platform reliability
- Real-time application progress tracking

03 **Global Standards (ISGF)**

- AI/ML-driven insights
- Robotics-based automation
- End-to-end digital workflows
- Multichannel engagement consistency

Need for CX Transformation - Global Consulting Insights

Oracle Accenture 2023 Report

- ❑ **< 50%** DISCOM customers receive effective proactive communication.
- ❑ **50%** want more personalized service.
- ❑ Customer service stuck in "maintenance mode" instead of innovation.
- ❑ Digital disruption reshaping expectations across APAC.

WNS Industry Assessment

- ❑ Need for **omnichannel consistency** (CESC currently has fragmentation: web/app/IVR/Bot).
- ❑ Need for **skilled resources and robust workflow automation**.
- ❑ **Analytics** needed to build **single customer view**.

PwC Utilities Report

- ❑ CX is now the **#1 loyalty driver** for utilities.
- ❑ **62%** want CX improvement.
- ❑ **40%** want sustainability-linked services.
- ❑ **36%** feel utilities lack agility.

Competitive Benchmark:

Leading utilities have already upgraded to **E-Vidyut Seva** and next-gen UX frameworks.

Nielsen Relational Survey

Customers need:

- Better speed & efficiency – "Server should provide faster surfing."

- Simpler app features – "Features are not easy to understand."

- More incentives and transparent cashback/discounts.

- More platform options (especially mobile apps).

- Support for online payment issues.

CSAT Insights

- Name Change CSAT: **67.5%** – Issues due to outages.

- Low slab users (<50 units): Want app-based simplicity but face downtime.

- High slab users (>150 units): Need multi-connection handling, reliability.

Real Customer Experience

- o   Need for smoother workflows

- o   Non-vernacular interfaces,

- o   60% satisfaction → indicated room for experience upliftment.

Reputational Impact

Media & social complaints highlight:

- Helpline functionality issues,

- Ease of logging complaints,

- IVR complexity,

Brand Risk:

Every digital service failure results in **public criticism** affecting brand trust and regulatory perception

Our 5-Pillar Digital CX Transformation reimagines every customer touchpoint with speed, simplicity, and intelligence. It creates a unified, seamless journey that delivers consistent, modern and scalable customer experiences.

DIY Self service

🤖 **Always-On Automation:** 85%+ customer interactions now handled digitally via IVR, Voice Bot, App & Web.

🌐 **Multilingual 24×7 Support:** AI-powered English/Hindi/Bengali experiences allow instant self-resolution anytime.

Online Payment

💳 **Digital-First Adoption:** WhatsApp Pay, UPI-first flows, shifted large volumes from cash to digital.

🏛 **Lower Cost to Serve:** Cash-office dependency reduced.

E VOC (Digital Voice of Customer)

📊 **Real-Time Insights:** Live dashboards, sentiment analytics & CAPA actions resolve issues proactively.

📈 **Loyalty Improvement:** NPS improved from −5 to +14 by converting detractors into promoters.

Complaint Registration

🛠 **Faster Resolution:** AI-led voice bots, WhatsApp bot & Cloud IVR reduce waiting, improve speed.
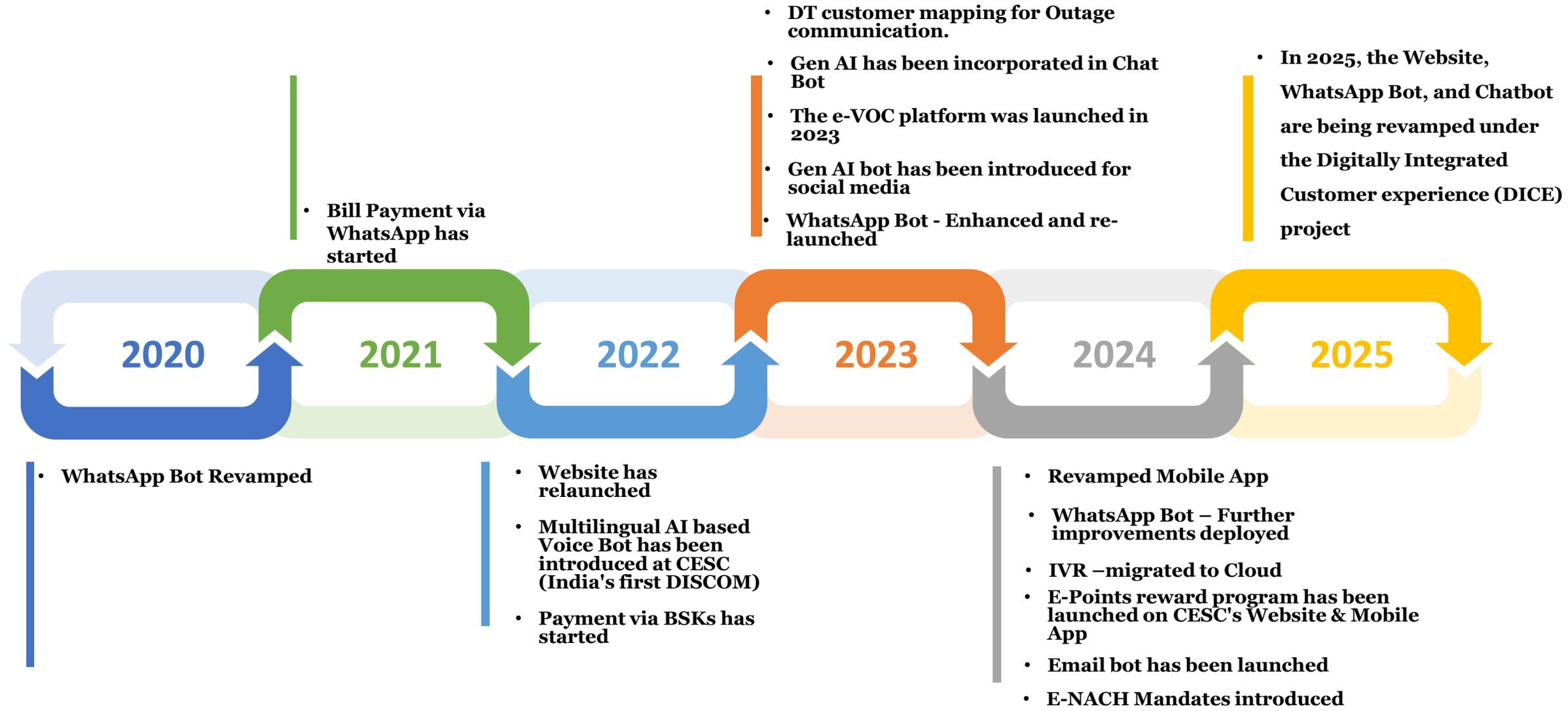
📍 **Smart Routing:** Automated docketing + intelligent routing boosts first-time resolution.

Service Request

🔢 **One-Touch Digital Requests:** Integrated journeys across App, Web & WhatsApp streamline SR initiation.

🔄 **Simplified, Transparent Experience:** Process enhancements, mobile validation & status visibility reduce repeat complaints.

- DT customer mapping for Outage communication.
- Gen AI has been incorporated in Chat Bot
- The e-VOC platform was launched in 2023
- Gen AI bot has been introduced for social media
- WhatsApp Bot - Enhanced and re-launched

- In 2025, the Website, WhatsApp Bot, and Chatbot are being revamped under the Digitally Integrated Customer experience (DICE) project

- Bill Payment via WhatsApp has started

2020 **2021** **2022** **2023** **2024** **2025**

- WhatsApp Bot Revamped

- Website has relaunched
- Multilingual AI based Voice Bot has been introduced at CESC (India's first DISCOM)
- Payment via BSKs has started

- Revamped Mobile App
- WhatsApp Bot – Further improvements deployed
- IVR –migrated to Cloud
- E-Points reward program has been launched on CESC's Website & Mobile App
- Email bot has been launched
- E-NACH Mandates introduced

🔔 **Capacity Enhancement Opportunity**

- 700 IVR lines for 3.75M consumers signals scope to scale.
- Surge-ready systems can improve peak-time support.

📞 **Reinforce performance at IVR, Website & App**

- Stabilizing performance will strengthen customer confidence.
- Dynamic scaling can maintain consistency during spikes.
- Improved reliability uplifts call-centre efficiency and CX.

⚠️ **Operational improvements**

- Dynamic outage alerts enable proactive communication.
- A DR plan ensures service continuity.
- Better analytics drives continuous improvement.

😳 **Customer experience gains**

- Faster responses improve resolution time.
- Fewer escalations help protect brand reputation.

The leap forward.

Need
Action
Result
Complaint
Online Payment
DIY Self service
E VOC
Service Request

Actions Taken

Empirical Mapping of Consumers to DTRs – leading to pin point tracing of customer

IVR Filtration for Disconnected Supplies- leading to ease of customer complaints management

Improving Digital literacy for better engagement

Scalable and flexible cloud based infra to manage surges and answer all calls

Timely updates to ensure customer are informed

34.5L (92%) Mapped

- **Consumer Mapping:** Common + adjacent Connection Service IDs used for precise customer-location intelligence.
- **Geo-Capture:** Full-region rollout in progress.

Complaint reduced

- **IVR:** Filters calls for non-payment disconnections.
- **Dockets:** Auto-blocks duplicates when one is open.

Agent Load Reduced

- **IVR Promo:** Start-of-call message nudges users to the Mobile App & WhatsApp Bot.
- **SMS Nudges:** Alerts sent to callers who abandon calls.
- **WA Growth:** Opt-ins jumped from 5L to 11.6L.

Intelligent Call handling

- From 700 to 3500 lines-ready to handle any surge with confidence
- AI enabled Voice Bot, manages ~ 5L calls successfully
- System Uptime (99.95%)

Complaint reduced

- **Proactive Alerts:** SMS updates sent for both planned and unplanned outages, including fault reports.

Complaint | Need | Action | Result
Online Payment
DIY Self service
E VOC
Service Request

IVR adoption up

- Agent call load dropped from 54% to 26%, while IVR hits surged from 20L to 32L.

Efficiency gain

- Consumers grew from 34L to 37L, while Calls to Agent reduced, showing stronger self-service.

Digital Interaction

- Encourages self-service, leading to faster resolution
- Interaction growth 82% to 85%

Call Abandon

- Drastically call drop reduced from 35% to 1.5% - improvement in Customer accessibility

Contact Center performance

Chart data:

	FY21	FY22	FY23	FY24	FY25
Total Calls offered to Agents %	54%	53%	34%	24%	26%
IVR call hits (lacs)	20	21	21	30	32
Consumer Count (lacs)	34	35	36	36	37

Legend:
- ▬ Total Calls offered to Agents %
- ━●━ Consumer Count (lacs)
- ━●━ IVR call hits (lacs)

After IVR upgradation efficacy improved, call drop reduced

Call to Agents reduced from

54% to 26%
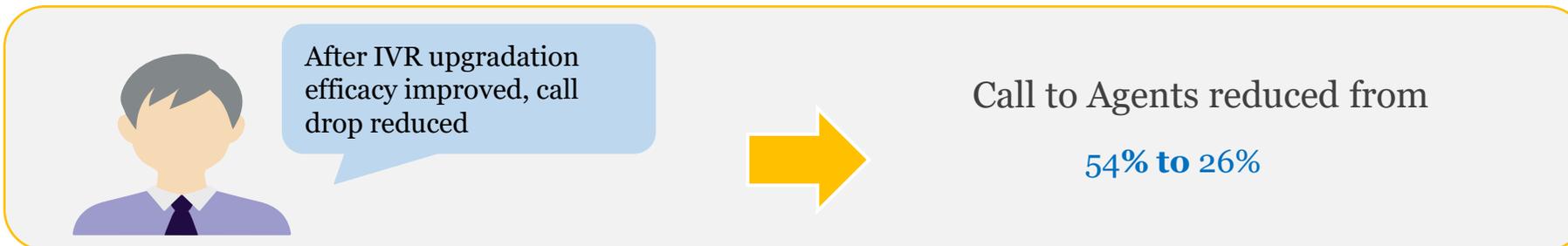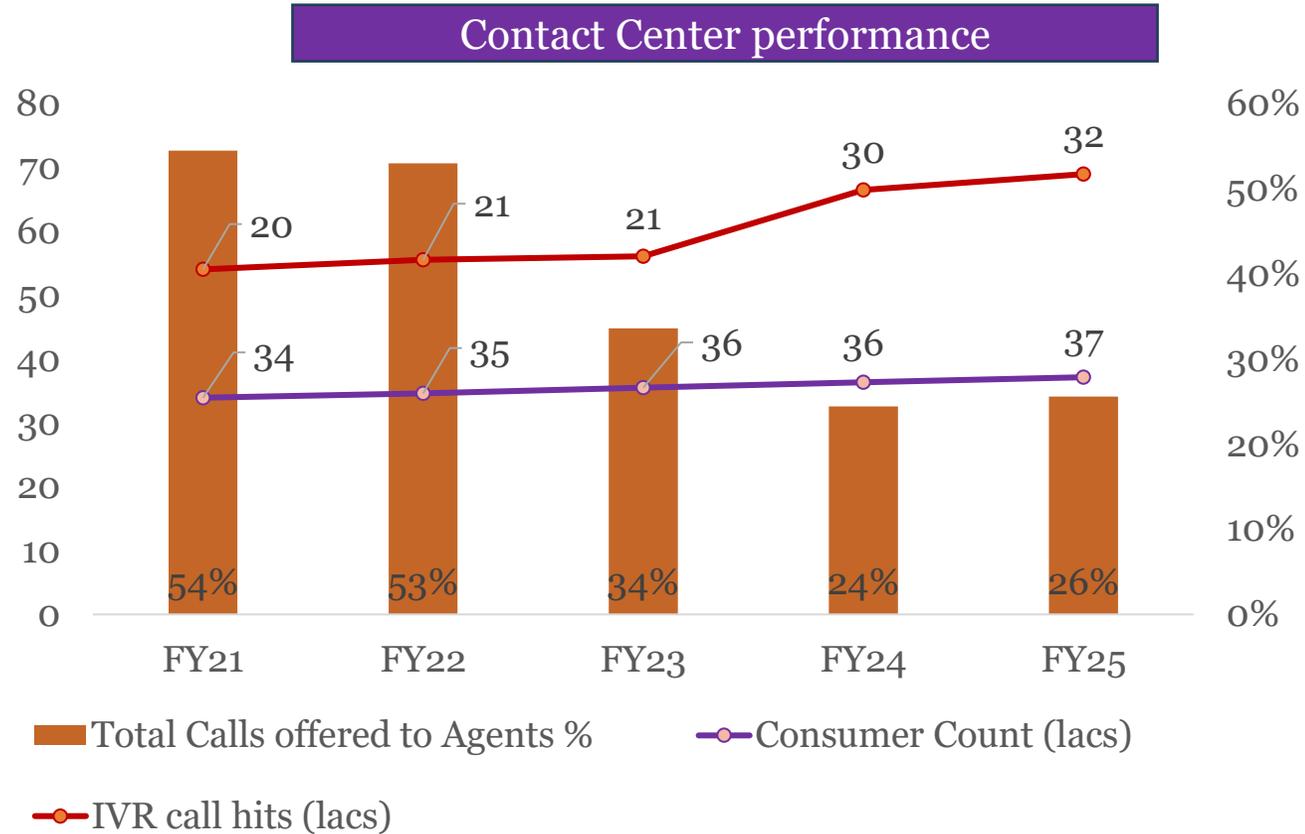
Complaint — Need — Action — Result

Online Payment

DIY Self service

E VOC

Service Request

Cash dominant Consumer behaviour
Large number of Cash Payers
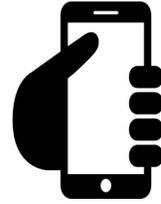
Digital Adoption: Needed Impetus
Wide number of non-digital users
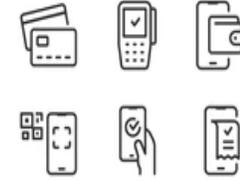
Payment Ecosystem: Discrete & Fragmented
Multiple options: limited awareness

Connectivity concerns
Need for strengthening of connectivity – Payment failures

Security Strengthening
Rising Cyber scams across industry – raising concerns & low trust

Cultural barriers
Segment based affinity

Complaint

Online Payment
- Need
- Action
- Result

DIY Self service

E VOC

Service Request

Fragmented Digital Experience: Website, App, and gateways were not fully unified →**inconsistent journeys, payment failures, and friction for first-time users**.

💸 The Ground Reality: Rising Digital Potential

A large customer base still using cash and counters presents a strong opportunity to shift them toward simpler, faster digital payment options.

📝 Operational Efficiencies to Unlock

- Moving from high-footfall cash offices to digital channels can free up resources, reduce manual effort, and enhance overall operational agility.
- Digital payments also minimize security risks and speed up reconciliation, improving service reliability.

🚀 Evolving Customer Expectations

- With UPI and one-tap payments becoming the norm, customers are ready for a smoother, more convenient utility payment experience.

💸 Regulatory Tailwind

- The WBERC permitted 1% (on-time payment) + 1% digital payment rebate, which was a powerful lever & also opportunity to shift consumer behaviour through incentives

To transform CESC from a bill collector into a financial partner, making digital payments the simplest, most rewarding choice for every customer

Complaint

Online Payment — Need / Action / Result

DIY Self service

E VOC

Service Request

RP-Sanjiv Goenka Group
Growing Legacies

CESC LIMITED

CHALLENGES

- To move large number of cash payers to embrace digital
- Low awareness about various online payment facilities within Customer segments
- High dependency on physical counters Technical issues leading to dissatisfaction

AI generated image

HOW WE RESPONDED

ANALYTICS

Action Pillar 1: LEVERAGED TECHNOLOGY	Action Pillar 2: EDUCATED THE CUSTOMER
Action Pillar 3: REWARDED CUSTOMER BEHAVIOUR	Action Pillar 4: CONTINUOUS PROCESS IMPROVEMENT (Using quality principles like PDCA)

Complaint

Online Payment — Need, Action, Result

DIY Self service

E VOC

Service Request

Actions Taken

Omnichannel, Always-on Digital Nudging

- WhatsApp campaigns, bill reminders, smart payment links.
- Custom emailers with due date + amount + direct payment link.
- Targeted nudges for habitual cash/cheque payers.

Leveraging Physical Touchpoints Communication

- Printed advertisements on monthly electricity bills.
- Leaflets at consumer touchpoints to reach the offline segment
- Hoardings, stalls, danglers in high-traffic markets.

Digital Onboarding at First Interaction

- New Customer Welcome Emailer with clear payment instructions.
- Digital payment promotion integrated into New Connection Charges bills.

Social Media Engagement

- High-reach posts, explainer videos, and benefits showcase.
- Built confidence through simple demos & bite-sized content.

Rewards-Driven Behavior Change

- E-Point Rewards to promote repeat digital behaviour.
- Introduced streak bonuses, incentives, partner tie-ups.

Complaint

Online Payment — Need, Action, Result

DIY Self service

E VOC

Service Request

Building a frictionless, unified payment ecosystem where every journey ends in a single, successful click.

Behavioural Segmentation Using Payment Data

- Analysed consumers by payment mode, frequency, geography

- Identified distinct behavioural clusters:
  - Commercial establishments   - Cheque-dependent payers
  - Digital-readiness   - Cash-heavy segments
  - Digital dropouts

TARGETED COMMUNICATION & OUTREACH BASED ON INSIGHTS

Commercial Consumers & High-Value Users
Identified through billing/load analytics; engaged via trader bodies and focused awareness sessions.

Cheque Payers & Counter-Dependent Users
Profiled cheque users
Personalised letters/emails promoting digital ease, 1% rebate, and instant confirmation.

Hardcore Cash Payers (No Digital Footprint)
Geo-cluster targeting through leaflets, Aalaap events, and simple vernacular messaging on safety and convenience.

Digital Dropouts (Online → Cash Reversal)
Analytics traced failure points (Payment Gateway /User Interface/OTP/network); delivered fix-based communication and simplified UPI nudges

Hyper-Personalised Messaging

- Used behaviour-based cohorts to send tailored RCS, WhatsApp, SMS

- Messaging customised by:
  - Consumer type
  - Preferred payment mode
  - Payment Frequency/pattern

KPIs being Monitored using TABLEAU

- Higher conversion of cheque & cash-payers into digital channels
- Improved digital retention and reduced drop-back rate
- Higher UPI & wallet usage
- Increased payment success rate
- Enhanced efficiency of outreach by focusing on the right segments

Complaint

Online Payment
Need
Action
Result

DIY Self service

E VOC

Service Request

Action Pillar 1: Leveraged Technology

WhatsApp Campaign

Advertisements on Monthly Electricity Bills

Communication related to UBONA Promotion

Custom Emails

- Targeted **tele-calling** to habitual cash/cheque payers
- **Personalized WhatsApp** nudges with reminders, payment links, and rebate highlights
- Custom **email campaigns** with consumer-specific bill amount, due date, and link
- Promotion of multiple **digital wallets** (PhonePe, GPay, Amazon Pay, etc.)
- Leveraged periodic **wallet offers** to boost online bill payments
- Enabled **IVR-based payments** via Ubona for feature-phone users
- Introduced **e-NACH** for automated recurring bill payments through NPCI
- **Early engagement of new consumers** through welcome emails
- **Tele-calling assistance** to guide first-time users in completing digital payments

New Customer – Welcome Emailer

Payment Promotion on New Connection Charges Bill

On-boarding Engagement

- **Early engagement** with new consumers through:

  i.   welcome emails on digital payment options

  ii. Online payment benefits on Service Charges Bill

- **Tele-calling support** to guide first-time users from the start of their journey
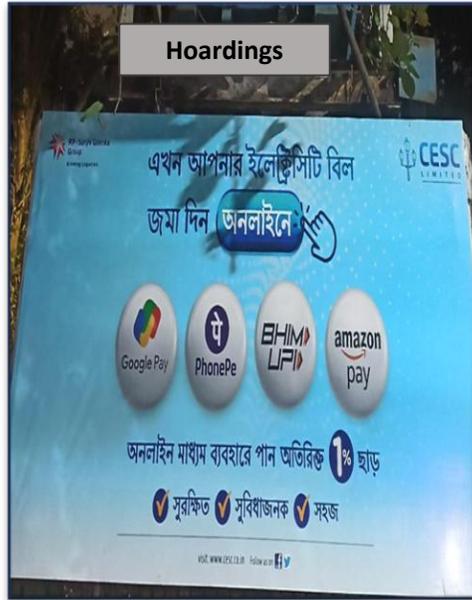
Complaint

Online Payment — Need / Action / Result

DIY Self service

E VOC

Service Request

Hoardings

Physical distribution of Leaflets

Stalls

Danglers at Marketplaces

On-ground Activation (Above-the-line & Below-the-line)

- **Hoardings & banners** at key city locations and near cash offices
- **Stalls at major events** (e.g., Kolkata Book Fair, Trade Fair, etc)
- Place posters & danglers at local grocery shops, marketplaces & Housing Complexes to influence digital adoption
- **Physical outreach** through bill inserts and pamphlets to cash-paying consumers at high cash payer areas
- Awareness through leaflets included with monthly bills to drive adoption

Complaint

Online Payment

Need

Action

Result

DIY Self service

E VOC

Service Request

Hyperlocal Engagement

- **"Aalaap"** community events in low–digital adoption areas, including slum and semi-rural pockets
- Tie up with local clubs, market associations and housing complexes to run "Digital Payment Drive"
- **50+ local interactions** (Behala, Belghoria, Howrah, Birati, Hooghly etc.)
- **Promote Cashless Culture**: Emphasize convenience
- Position online payment as a **smart, modern, time-saving choice**

Complaint

Online Payment

Need

Action

Result

DIY Self service

E VOC

Service Request

Social Media Posts
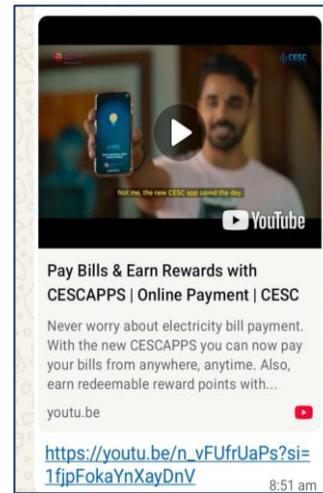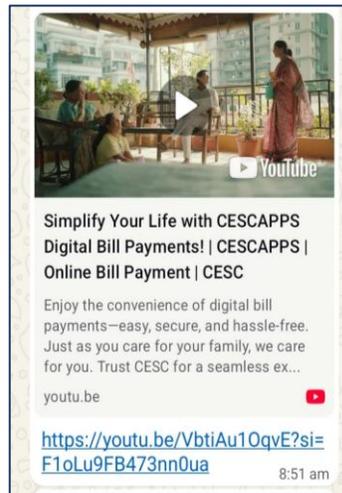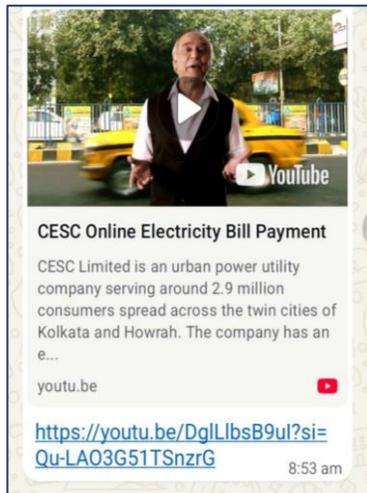
Social Media Communication

- **Promoted digital payments** on social media highlighting ease, speed, and 24×7 availability

- **Shared benefit-led posts** on instant receipts, 1%+1% rebates, and secure transactions

- **Targeted campaigns** to reach cash-paying segments & drive app/website payment – especially during festivals (when Cash Offices are closed)

Complaint

Online Payment
- Need
- Action
- Result

DIY Self service

E VOC

Service Request

Communications related to E-Point Rewards program

E-Point Rewards program

- **Launched E-Point Rewards** to incentivize online bill payments

- **Points for Online payment** (within Due Date & irrespective of Due Date)

- **Points for payment streaks** (For consecutive online payments)

- **Points redeemable** for popular brand vouchers across travel, food, pharma, and lifestyle

- Builds **long-term habit** formation - enhances **customer stickiness**

Complaint

Online Payment

Need

Action

Result

DIY Self service

E VOC

Service Request
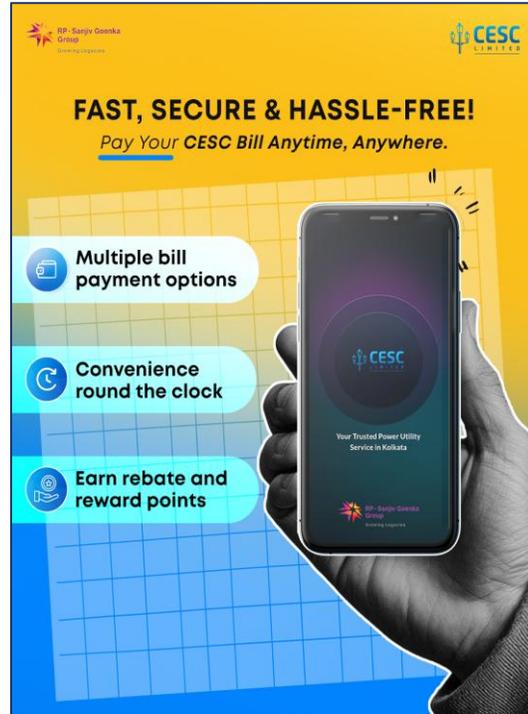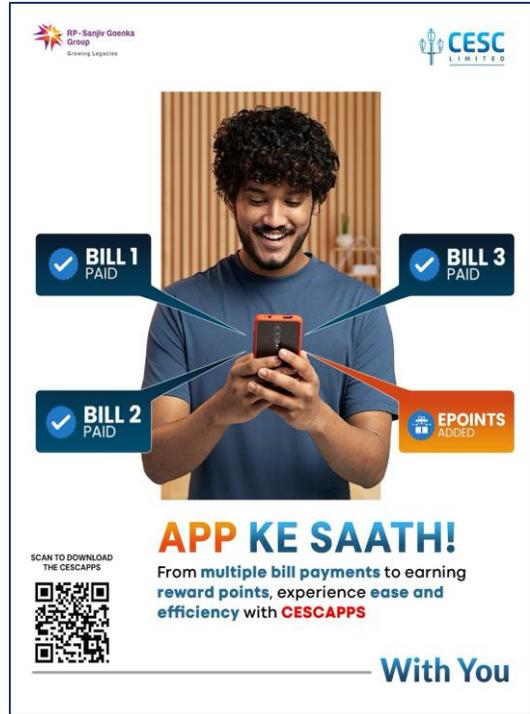
PLAN

- Analyse consumer payment behaviour
- Identify key issues: Payment Gateway failures
- Map high cash office footfall locations, cash heavy business districts; digital footprint dropouts
- Set corporate payment goals: Improve % count, increase online payment avenues, remove convenience fees

DO

- Revamped web/app with easy journey (reduced clicks)
- Introduce multiple PGs, UPI wallets etc
- Launch WhatsApp/RCS reminders with payment links
- Targeted tele-calling to offline payers
- Deploy marketing activities & launch CLP (Customer Loyalty Programs)

ACT

- Using Tableau to track relevant stats
- Track daily success rate, cash flow
- Monitor PG wise- failure and pending rates
- Analyse impact of WA campaign, RCS, email open rate
- Assess Cash office footfall and minimize it for closure

CHECK

- Review with PG service providers with high failure rates
- Adjust tele-calling scripts to inform benefits and communicate amount lost (for offline payment)
- Seasonal wallet offers and heavy promotion
- Monitor payment using Business Intelligence & Analytics

Complaint

Online Payment — Need / Action / Result

DIY Self service

E VOC

Service Request

% Non cash payment Count

FY'17: 28%
FY'18: 35%
FY'19: 45%
FY'20: 60%
FY'21: 64%
FY'22: 71%
FY'23: 75%
FY'24: 80%
FY'25: 85%

% Non cash payment Revenue

FY'17: 34
FY'18: 41
FY'19: 48
FY'20: 65
FY'21: 64
FY'22: 71
FY'23: 88
FY'24: 92
FY'25: 94
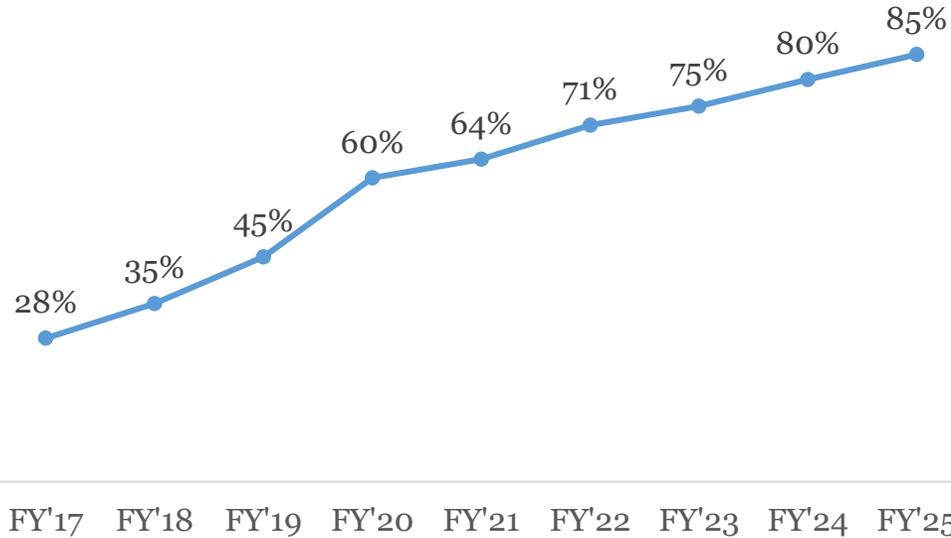
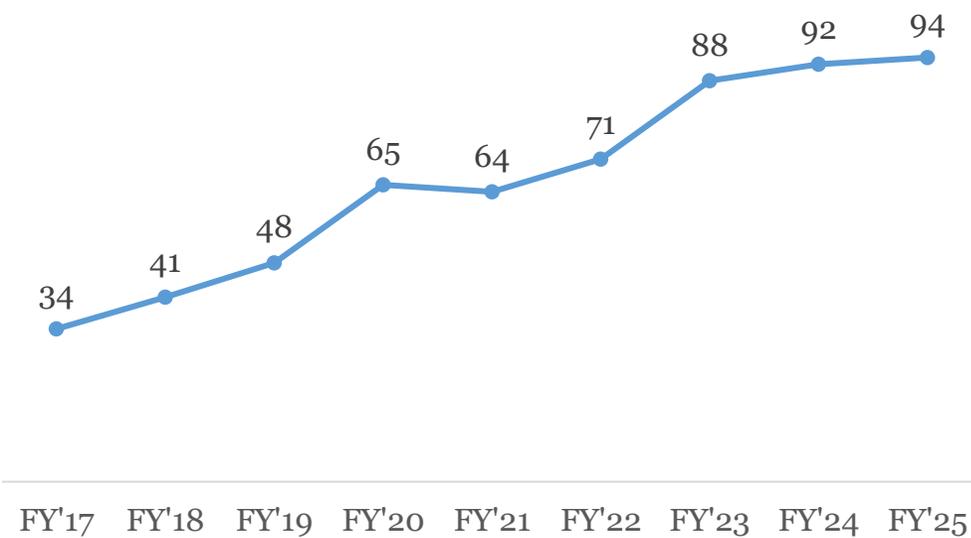**Non cash payment count** rose sharply from **28.5% (FY17) to 85% (FY25)**, reflecting strong consumer shift to digital channels.

Non cash payment revenue climbed from **33.7% (FY17) to 93.6% (FY25)**, demonstrating deep digital adoption and higher-value transactions moving online.

Complaint

Online Payment — Need / Action / Result

DIY Self service

E VOC

Service Request

Khardah
FY 21: 69, FY 22: 70, FY 23: 73, FY 24: 78, FY 25: 80

Baranagar
FY 21: 70, FY 22: 73, FY 23: 76, FY 24: 80, FY 25: 83

Serampore
FY 21: 61, FY 22: 66, FY 23: 71, FY 24: 79, FY 25: 84

Seoraphuly (Hooghly)
FY 21: 72, FY 22: 75, FY 23: 78, FY 24: 84, FY 25: 87

Champdani (Hooghly)
FY 21: 62, FY 22: 65, FY 23: 69, FY 24: 74, FY 25: 78

Birati (North 24 Parganas)
FY 21: 69, FY 22: 71, FY 23: 75, FY 24: 78, FY 25: 81

Maheshtala (South 24 Parganas)
FY 21: 65, FY 22: 70, FY 23: 75, FY 24: 79, FY 25: 82

Uttarpara
FY 21: 77, FY 22: 79, FY 23: 82, FY 24: 85, FY 25: 88

Belghoria
FY 21: 66, FY 22: 69, FY 23: 72, FY 24: 78, FY 25: 81

Panihati
FY 21: 74, FY 22: 76, FY 23: 79, FY 24: 83, FY 25: 86
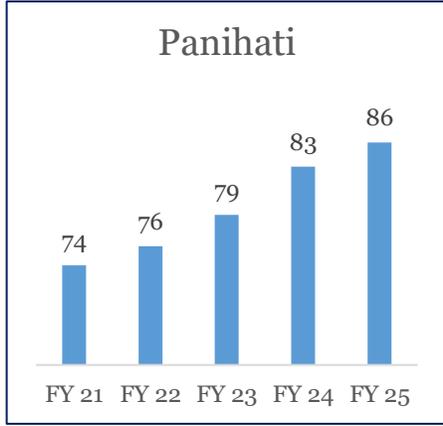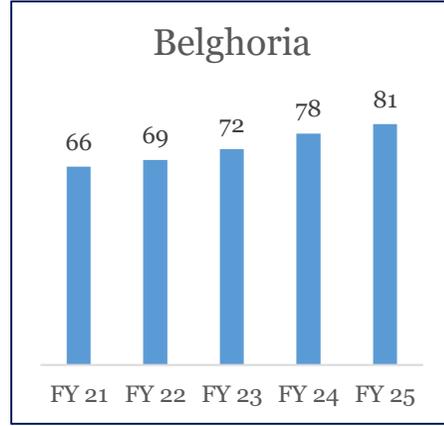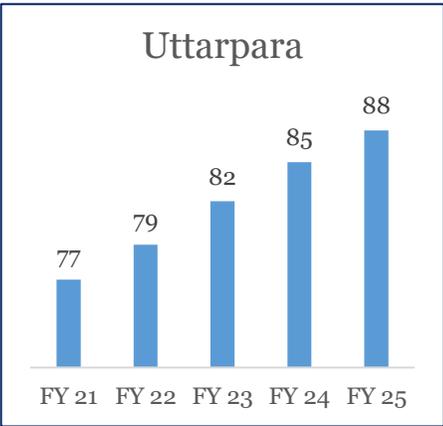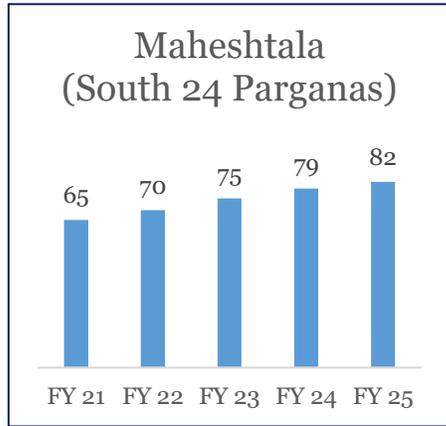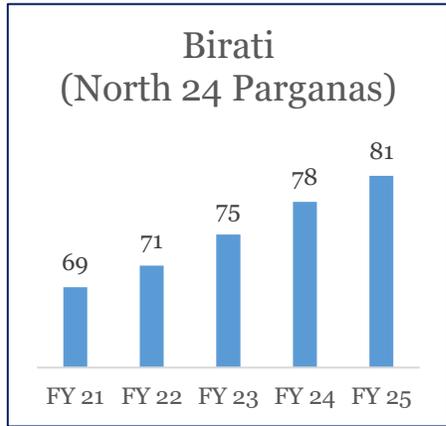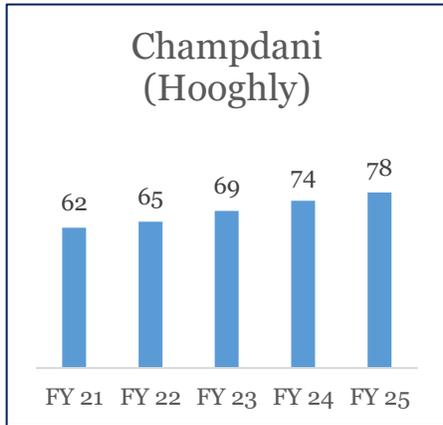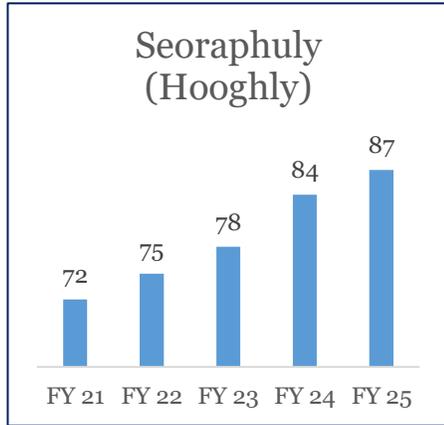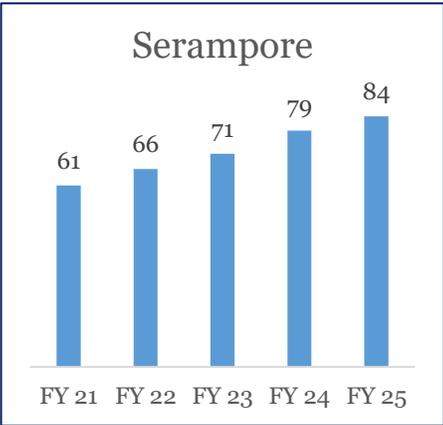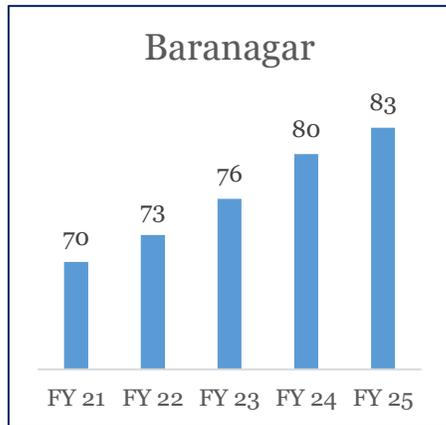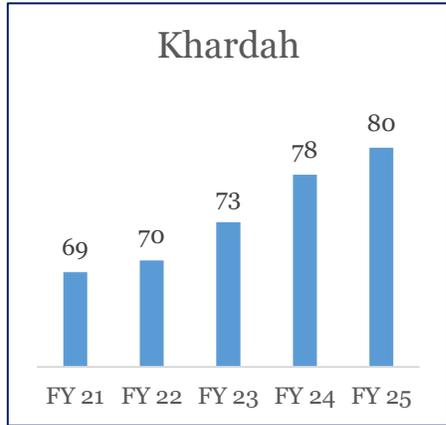
In CESC Licensed area, there is no 'Rural' locality, hence the above identified small towns (like rural) are monitored for Digital payment adoption

🌐 **Customer Experience Opportunities**

High customer reliance on physical channels signals a strong potential to shift toward faster, more consistent digital-first support.

🔳 **Digital-Ready Consumers**

Smartphone and WhatsApp adoption is rising, with customers expecting instant, seamless, always-on and AI-enabled interactions.

⚡ **Need for Unified Digital Experience**

Existing channels can be modernized with a unified, intelligent layer to replace scattered journeys and enhance IVR capacity for growing demand.

♿ **Strong Growth Momentum:**
A 60%+ rise in interactions and 11% customer growth show clear readiness for expanded DIY self-service adoption.

Complaint

Online Payment

DIY Self service — Need — Action — Result

E VOC

Service Request

To pivot from a reactive, call-centric support model to a proactive, digital-first self-service ecosystem, making every customer an empowered self-reliant user

Actions Taken

We built a seamless, AI-powered system that will improve Legacy Customer Experience across channels at each journey

| AI & Voice Revolution | Conversational AI Supremacy | Customer Engagement Enhancements | Digital Touchpoint Revamp: |

Improvement in Ease of doing service related activities for customers

- Launched India's first multilingual AI Voice Bot (English, Hindi, Bengali) for instant call resolution.
- Deployed a Cloud IVR, scaling capacity from 700 to 4000 channels to eliminate call congestion

- Strengthened our **WhatsApp Bot**, growing opt-ins by over **100% to 11.2 Lakh** users.
- Introduced a **GenAI Social Media Bot** for unlimited, automated query handling and docketing.

- **E-Points Program** to reward digital behaviours.
- Continuous personalised nudges, long-SMS simplification & multi-language communication.

- Completely overhauled our Website and Mobile App after a decade, introducing one-touch docketing and streamlined journeys.
- Implemented RPA Bots for 24/7 intelligent email sorting and processing.

To build a 100% digital-first, DIY-driven ecosystem where customers can resolve issues, raise dockets, and access services independently—fast, simple, multilingual, and available 24×7

Complaint

Online Payment

DIY Self service — Need / Action / Result

E VOC

Service Request

Digital Interaction Adoption grew to **85% (FY25)** from **82% (FY24)**

📈 **Massive Digital Adoption:**
- **85%** of all customer interactions are now digital, with **75%** handled autonomously by IVR and Voice Bot.

✅ **Crisis-Proof Reliability:**
- Achieved **zero media complaints** during peak summer surges, a stark contrast to previous years.

💰 **Significant Cost Optimization:**
- **Reduced call Centre operational costs** despite a massive increase in customer base and interaction volumes.

🎯 **Empowered Customers:**
- A **100%+ growth in WhatsApp opt-ins** demonstrates a clear customer preference for fast, conversational self-service.

WhatsApp Opt-In Count in (lakhs)

Aug-23	Aug-24	Aug-25	Sep-25	Oct-25	Nov-25
5.4	5.9	8.3	9.3	9.3	11.6
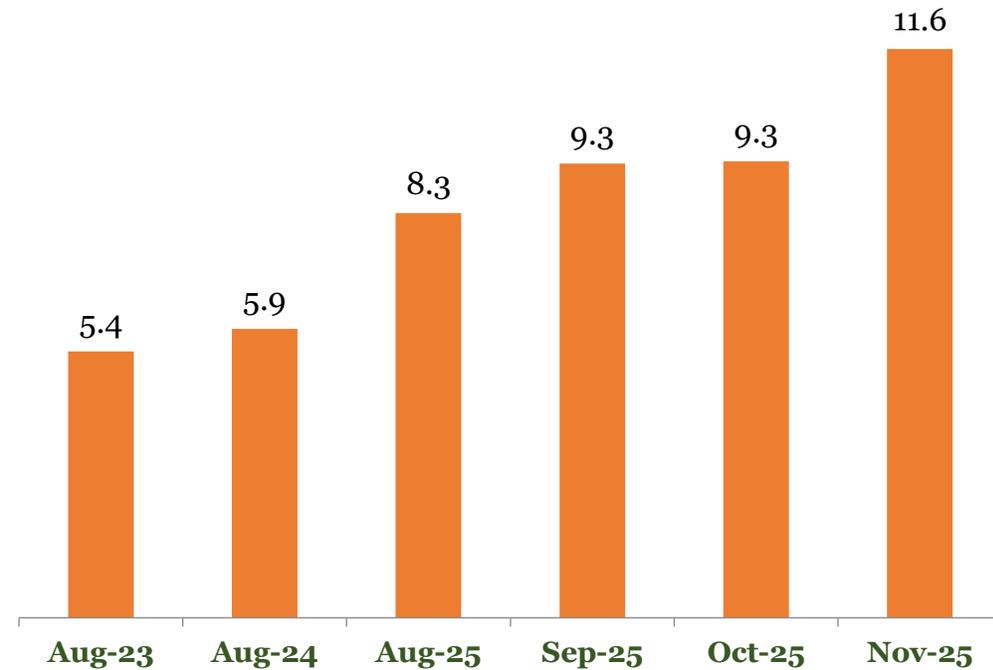
Complaint

Online Payment

DIY Self service — Need — Action — Result

E VOC

Service Request

E-VOC provides a unified, intelligent view of customer feedback across all touchpoints—delivering real-time insights, faster corrective actions and a deeper understanding of customer needs.

From Guessing to Knowing: Capturing the True Voice of Our Customer

📝 **Manual to digital**

•Paper/call-based feedback limited scale and accuracy; digital capture ensures consistency

🔍 **Unified visibility**

•Need for visibility of E2E customer feedback across all lifecycle touchpoints

⏳ **Real time dashboards.**

•Need for real-time dashboard or alerts. Timely corrective actions to prevent missed service opportunities.

💸 **Cost efficiency**

•Heavy reliance on manual calling and form-based feedback. Leading to High operational costs.

🖼 **Advanced analytics**

•No text analytics or sentiment decoding for deeper insights.

Legacy Feedback System – We Were Not Truly Hearing Our Customers

Complaint

Online Payment

DIY Self service

EVOC

Need

Action

Result

Service Request

RP - Sanjiv Goenka Group — Growing Legacies

CESC LIMITED

To built a seamless, AI-powered system that captures the customer's voice at every critical touchpoint

Automated SMS/Email triggers post-service resolution across 8 key journeys

Unified dashboard for real-time scores, trends, agent-level insights & escalation

Deployed text analytics to decode open-ended feedback, uncovering root causes and emerging trends.

Instant alerts and a structured Corrective & Preventive Action (CAPA) portal for rapid stakeholder escalation and resolution

System-Driven Capture

- New Connection
- LT Supply Complaints
- Commercial Complaints
- Meter Reading
- Payment (Online/Cash)
- AC Application
- Name Change
- QMS

Multi-Dimensional Metrics

- **CES** (Effort),
- **CSAT** (Satisfaction),
- **NPS** (Loyalty) into a single dashboard
- Individual customer rating visibility enabling rapid action
- Mobile-responsive dashboard for field teams.

AI-Powered Insights

- To decode sentiment, root causes, & emerging themes
- To get Customer mode, Sentiment
- Identify customer persona – potential exist Customer

Real-Time CAPA

- **CAPA program** to convert detractors → promoters
- Helps to convert Detractor to passive to promotor by personal touch base

A centralized, bias-free dashboard providing a 360° real-time view of customer sentiment, empowering every department with actionable data.

Complaint | Online Payment | DIY Self service | EVOC (Need, Action, Result) | Service Request

Results in Digital Feedback Revolution

The e-VOC system has fundamentally transformed our operations and customer relationships, delivering undeniable ROI.

📈 **Soaring Customer Loyalty:**
- NPS improved from -5 to +14 in under 12 months, marking a dramatic cultural shift from detraction to advocacy.

🔄 **Proactive Service & Operational Excellence:**
- Real-time feedback directly fueled innovations like the CESC Metaverse, Video Call Centre, and a revamped website & app.

💸 **Cost Savings & Revenue Protection:**
- Upto ₹70 Lakhs saved by reducing ~5 lakh avoidable calls to call centers.

NPS Improved to **+14** from **(-) 5**
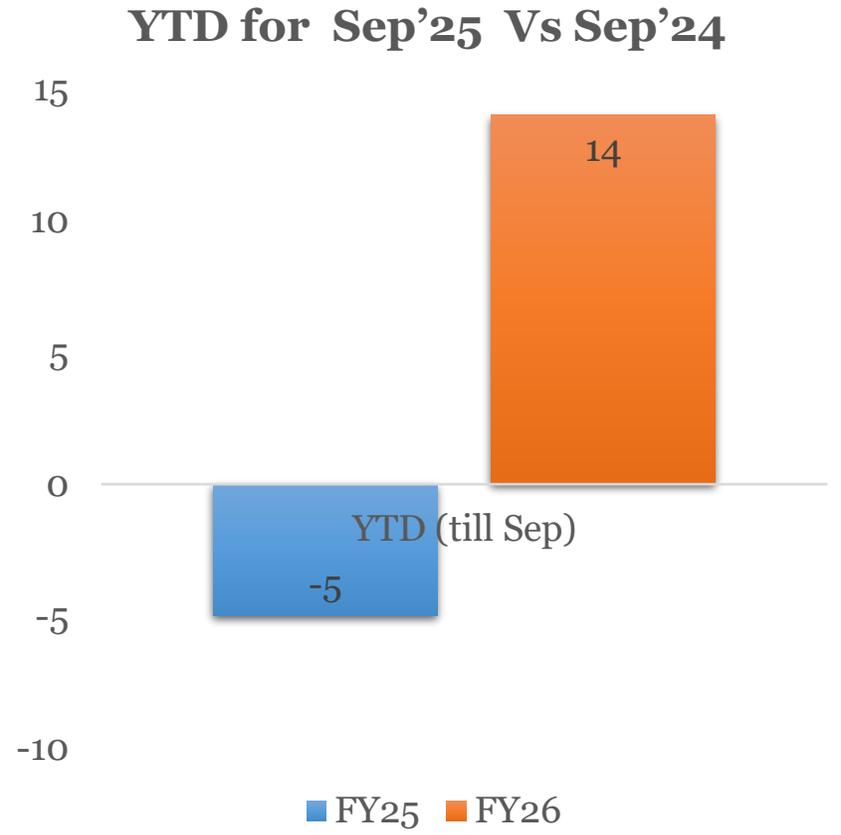
YTD for Sep'25 Vs Sep'24

YTD (till Sep)

- 14
- -5

■ FY25 ■ FY26

We didn't just build a feedback tool; we embedded a continuous improvement engine that drives customer-centric innovation across the entire organization.

Complaint
Online Payment
DIY Self service
EVOC
Need
Action
Result
Service Request

🌐 **Modernise Digital Platforms**
The web and app experiences need a responsive, intuitive Web 3.0 design for faster, simpler customer interactions.

🔢 **Retain Customers on Native Channels**
Many users prefer third-party apps for payments and services; improved CX can bring them back to CESC's own channels.

⚡ **Enhance Agility**
Customers expect speed and convenience and end 2 end journey management

🔀 **Enable True Omni-Channel Journeys**
Service and information vary across web, mobile, and other touchpoints; alignment is needed to avoid confusion and build trust.

Outdated Digital Standards

Losing to Third-Party Apps

Inefficient User Journeys

Fragmented Omni-Channel Experience

Complaint

Online Payment

DIY Self service

E VOC

Service Request

Need

Action

Result

Identifying critical shortcomings in our digital service channels that are impacting customer satisfaction and competitiveness

Action Taken

RP - Sanjiv Goenka Group — Growing Legacies

CESC LIMITED

Implementation of WhatsApp Bot & Chat Bot

- AI-driven unified conversations delivering contextual, seamless support.
- Omnichannel journey from self-service to real-time notifications.
- Centralised dashboard enabling continuous optimisation.

Mobile App version update

- New dark/light modes & 3D icons for better usability.
- Comprehensive bill journeys, in-app alerts & biometric login.
- Revamped key services incl. New Connection & Payments.

Website revamping

- Modern, mobile-first UI with intuitive navigation.
- Faster, vibrant service workflows & improved visibility.
- SEO improvements for higher reach & performance.

Customer Loyalty Program, Metaverse, & Video Call Services

- Launched zero-cost Digital Rewards ecosystem (79K+ users, 50+ partners).
- Introduced Metaverse Utility Hub for immersive service experience.
- Real-time Video Assistance (VID-U) for complex supply issues.

Other initiatives

- Simplified 20+ SMS templates; enriched communication.
- e-File for AC Letters enabling instant automated emails.
- Eliminated manual couriering with integrated digital workflows.

Complaint | Online Payment | DIY Self service | E VOC

Service Request — Need | Action | Result

34

Website Sessions

- Post Revamp FY25: 80L from 10L visitors

Mobile App Active user

- Post Revamp Installs increased to 2.5 L FY 25 from 1.0L

- App rating improved to 4.0 from 3.2

Digital Payment Adoption:

- Grew to 85% from 79.84%

WhatsApp Opt-Ins
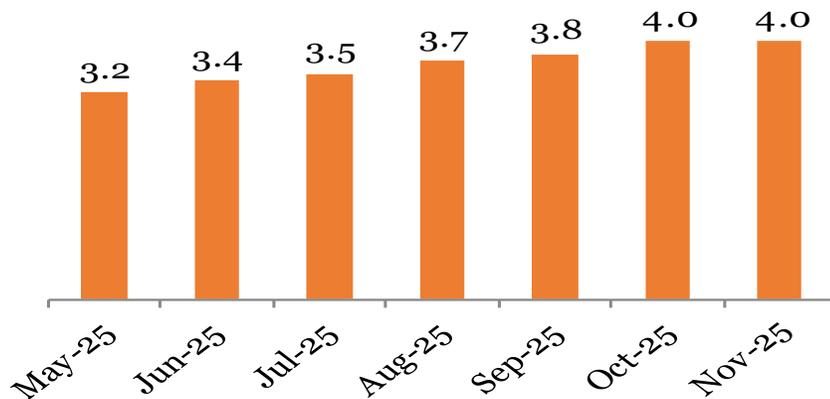
- Post Revamp FY25: 11.6 L from 5 FY 24

Complaint Reduction

- Faster Resolution and instant communication over email reduce customer anxiety

EVOC & NPS

- Post Revamp NPS 14 from -4

App Rating

Month	Rating
May-25	3.2
Jun-25	3.4
Jul-25	3.5
Aug-25	3.7
Sep-25	3.8
Oct-25	4.0
Nov-25	4.0

Summary

- CESC has executed a holistic, multifaceted Digital Transformation upgrading customer interaction and experience ecosystem

- The initiatives delivered measurable outcomes like digital adoption and customer satisfaction & loyalty

- A unified, Al-enabled ecosystem will ensure scalable, predictive and resilient consumer services.

- The transformation demonstrates effective change management with strong governance, cross functional collaboration and rapid implementation.

Complaint

Online Payment

DIY Self service

E VOC

Service Request

Need

Action

Result

Thank You