

Telco CX leaders 2022

Asia-Pacific edition

An insight into Bharti Airtel



6.

Airtel

Using customer feedback to enhance offerings



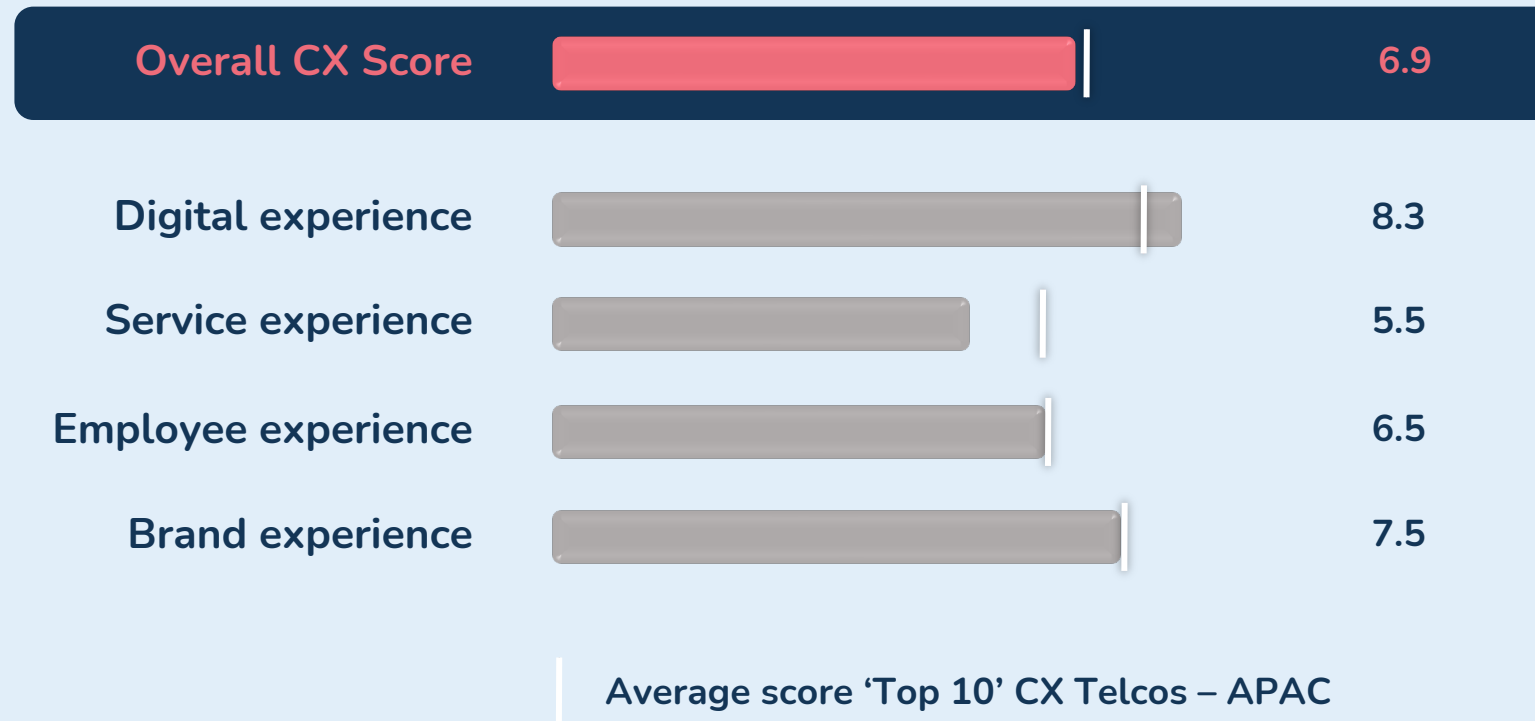
Gopal Vittal,
MD and CEO,
India & South Asia



Delivering a superior experience to our customers is the cornerstone of our strategy. We continue to invest in strengthening the foundational components of experience in the customer lifecycle – search, discover, purchase, onboard, experience and refer. As part of the customer's search and discover journey, we are focused on omni-channel acquisition across all businesses to provide a truly differentiated and unified One Airtel experience.

Performance on twimbit CX Framework

Solving omni-channel problems using in-house R&D

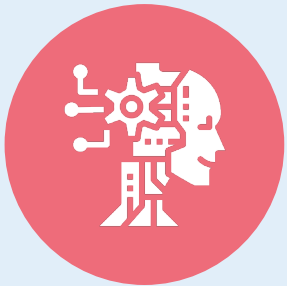


Top Initiatives

Leading customer programs across our 4 pillars



Digital experience



Airtel X Labs: in-house
digital innovation factory

Service experience



Partnerships with
leading ICT players to
enhance network

Employee experience



Digitizing workforce to
better support customers

Brand experience



'ZERO Questions' an
utopian idea

Airtel X Labs: In-house digital innovation factory

Processing trillions of data records across products & services to design innovative customer solutions



**Massachusetts
Institute of
Technology**

Powered by engineers, scientists,
mathematicians and AI experts

1,600+

Digital talent base

Focus on emerging technologies



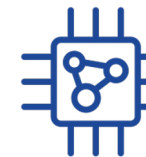
Internet of Things



Artificial
Intelligence



Digital Engineering



Machine Learning

Airtel X Labs: Solving omnichannel customer engagement problems

Customer

Customer 360

Building a single customer view for all product & services

Chatbot customer support

Solving for multi-lingual customer queries in chat and voice

Intelligent Network

Network optimization

Providing optimum network experience to 400+ million users

Smartphone characterizations

Collecting data points across customer devices to optimize device experience

Customer Engagement

Recommendation Engines

Based on customer data suggest the next best action

Customer satisfaction index

Creating an accurate index across multi-product, multi-device, and multi-location customer usage

Partnerships with leading ICT players to enhance network experience



Virtualised and open
RAN-based 5G networks



Hosted India's first
O-RAN ALLIANCE Plugfest



CloudBand-based
software products



4G capacity and
coverage enhancement



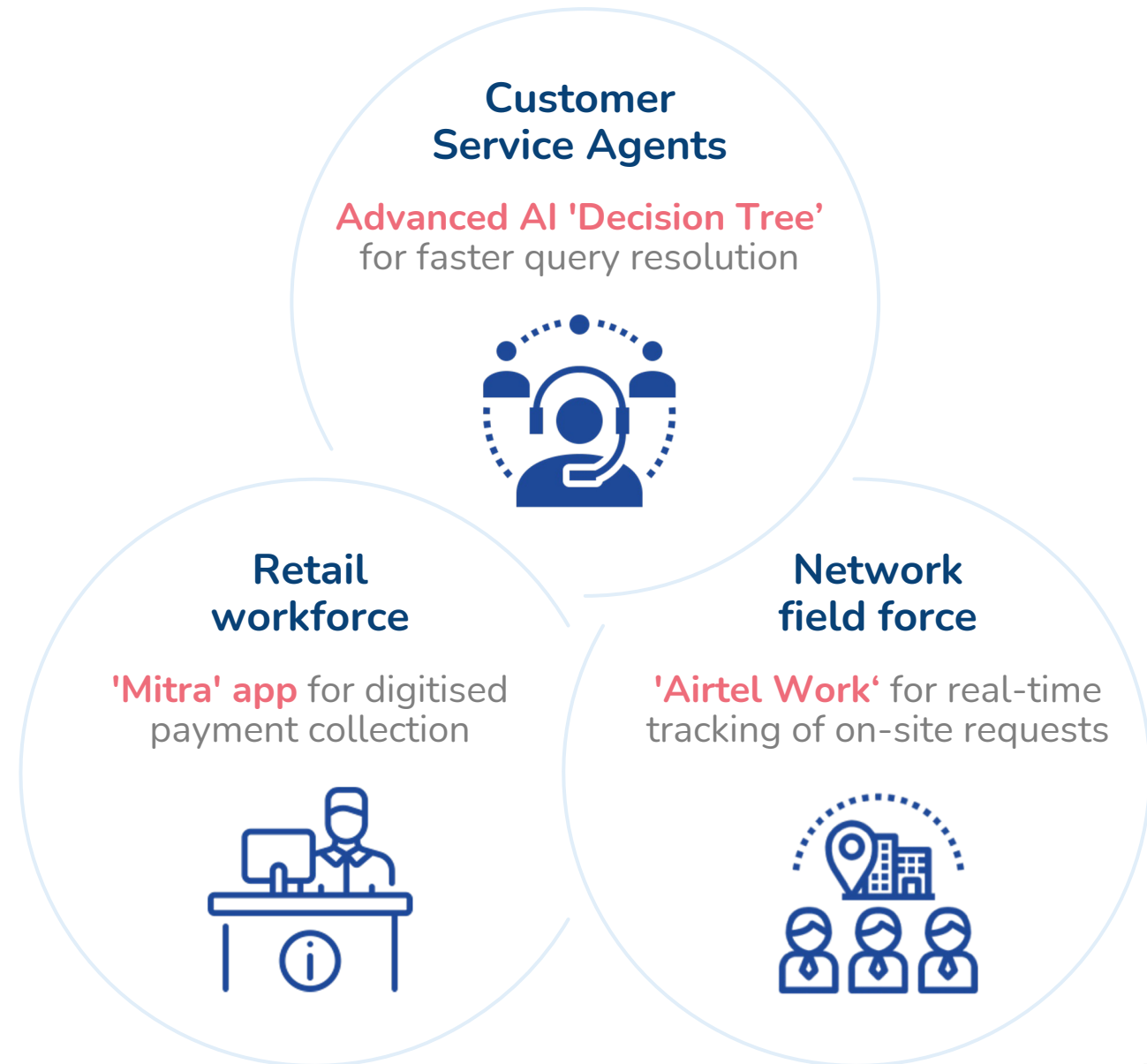
Managed network
operations



Automated Open
Hybrid Cloud Network

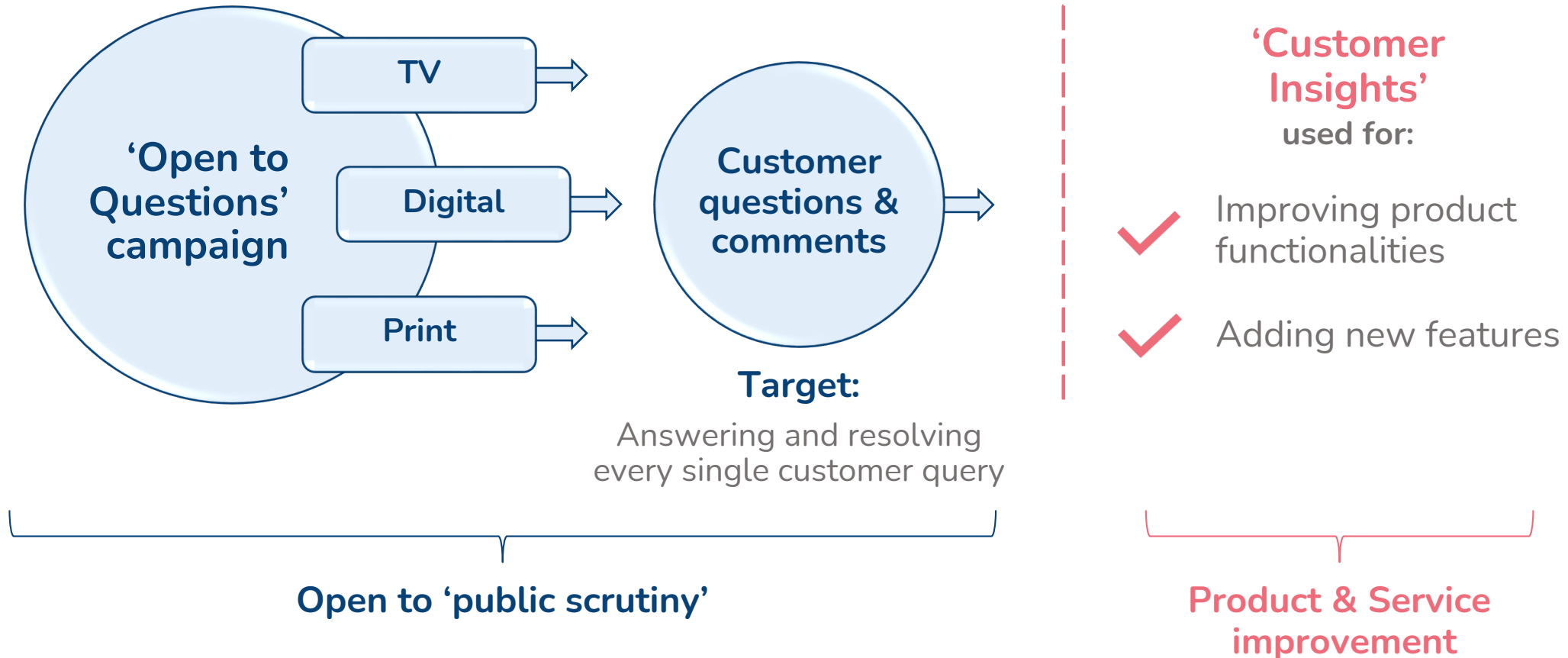
Digitizing workforce to better support customers

Empowering employees through digital tools to better serve customers



ZERO Questions' a utopian idea

Launched 'Open to Questions' campaign aiming for getting closer to 'Zero Questions' from customers



**WE HAVE
NOTHING
TO HIDE**

Match up with Airtel

Be open to customer scrutiny

- Invest in omni-channel customer engagement
- Leverage ICT partnerships to enhance network experience
- Enable employees with digital tools to better serve customers



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How can we help?

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