

Enhancing Customer Experience



As India's leading telecommunication company, we are committed to providing our customers with best in class telecommunication product and services and in the process simplify the entire acquisition and servicing experience to make it more straightforward and enjoyable for all our customers.

It is our constant endeavor to improve overall customer experience through an integrated and end to end digital experience, create data adaptability, improve our overall retail store experience and provide affordable and low-cost access to internet for all our customers. Our long-term strategic goal is to innovate and deliver a wide range of cost effective, secured, on-time, and customized services using the best technology solutions for our customers and in the process protect interests of our customers and ensure data privacy.

320 Mn
customers in India, representing an
11%
increase over FY 2016-17

3902 Bn MBs
data usage, which is a
432%
increase over FY 2016-17

Over
119000
network base stations added in
FY 2017-18 over and above the
existing 3,30,000 sites

Around
26.8 Mn
customer queries addressed per
month by our contact centers

43%
reduction in No. of inbound calls
due to digitization and self care
since 2014-15

Over
18000
exclusive contact center agents
across 31 cities to serve our customers

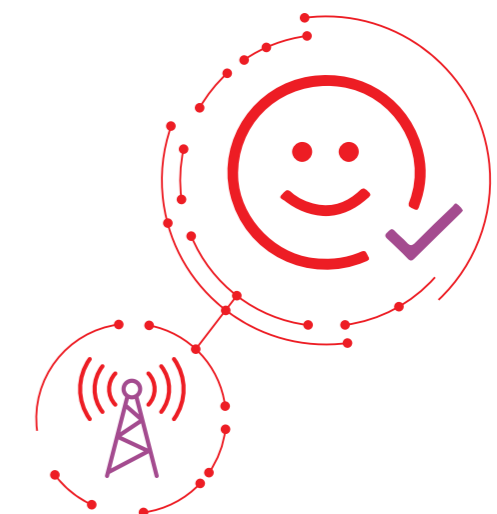
155 Mn
Aadhar based acquisitions

Over
45%
decrease in our calls per
customer from FY 2015-16.

Over
70%
increase in interactions through
social media (queries)

Over
70%
Postpaid Mobile bill
payments through online

* As on March 31st, 2017



SHARE

This is the zone where customers interact with a Social Wall that collates Airtel stories and Airtel customer experiences from across the country on a digital screen. The aim is to inspire customers to imagine the possibilities enabled by the Airtel network.



CREATE

A first-of-its-kind, interactive experience allows customers to explore and discover Airtel services. In this zone, they can design their own solutions digitally on a Touch Screen Table Top.



EXPERIENCE

The new stores enable customers to explore and experience Airtel's digital content offerings - movies, music, Live TV and more. The stores also come with Digital Self-Serve zones. In addition, customers can get a first-hand experience of the Airtel network with the Open Network digital wall and also have the option to share their feedback via a digital touchpoint.



Transforming service experience through Airtel's own retail stores

Over the past couple of years, we have worked hard to provide a superlative customer experience in our stores, by reducing wait-times, providing one-on-one interactions and instant solutions. We constantly innovate, so our customers can get first-time-right services and have a smooth and seamless store visit.

With an ambition to 'Win friends for life', the Next Gen retail design has been conceived to foster more engaging conversations through an aspirational, yet warm and welcoming experience, that provides tailored solutions to each and every customer. Over **2500** Airtel stores are getting redesigned across India, with **36** Airtel owned retail stores already transformed. The design also takes a fresh look at the postures of Airtel Friends and the way they interact with customers to provide a more transparent, comfortable and friendly experience.

The new stores are open and minimalistic by design, and come wrapped in digital technologies to make the customer experience highly interactive through the concept of Share, Create, Experience.



OVER
3200
RETAIL STORES ACROSS
INDIA CURRENTLY

OVER
720
COMPANY - OWNED - COMPANY
- OPERATED (COCO) AND OVER
2490
FRANCHISE RETAIL STORES
SPREAD ACROSS INDIA

OVER
16000
DEDICATED CUSTOMER SERVICE
EXECUTIVES ACROSS
400
CITIES PROVIDING PERSONALIZED
SERVICES TO CUSTOMERS

OVER
220000
MANHOURS OF
FUNCTIONAL AND
COMPETENCE BASED
TRAININGS DELIVERED TO
TEAM IN FY 2017-18

Listening to our customers

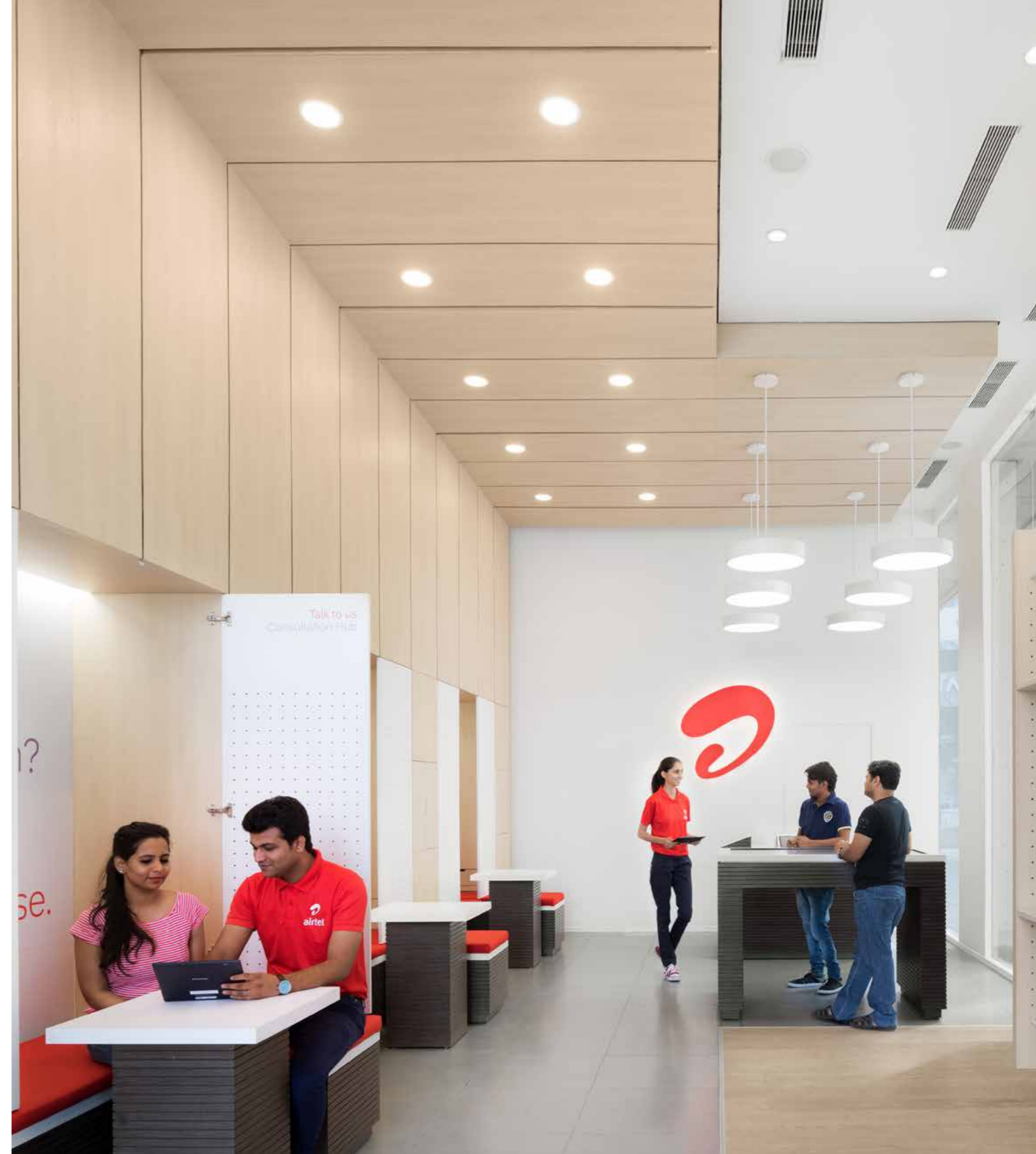
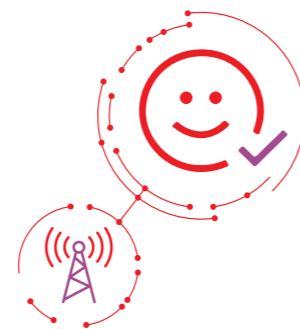
We put our customers at the heart of everything we do and actively seek their views. We see this as an integral part of our plans for a sustainable customer base. We are constantly streamlining and expanding our communication channels to simplify our customers to interactions. We listen to our customers through various touchpoints:

Through our **3200+** company-owned and franchise retail stores and over **16000** Customer Relationship Officers in over **400** cities across India

On social media, through our presence on all leading social media channels, we receive around **4500** mentions and nearly **3000** queries everyday.

Via phone, customers can opt to call us on over **40** contact centers across **31** cities with over **16000** exclusive agents handling close to **322 Mn** calls every year.

Online, through www.airtel.in, we currently get over **5.4 Mn** hits per day with an average time spent per visit of almost 6 minutes and around **0.69 Mn** customers.



Building A Social Connect

Social media is one of our key communication channels, it has been our stronghold since 2015, and continues to be important to us. Over the past year, we have made the shift from social listening to social intelligence. We are now using insights for informed engagement, driving content creation, building a community of advocates and taking real-time marketing decisions. For Airtel, the command centre has become a next-gen customer interaction hub with infinite learning possibilities.

The Command Center is a hybrid mix of functions from consumer insights, customer experience and corporate communications. They help manage and optimise the social media ecosystem.



In the last year
OVER
1 Mn
SOCIAL MEDIA QUERIES ANSWERED

OVER
135000
AVERAGE MENTIONS PER
MONTH ONLINE

Improving Quality of Service and Network Reliability

In a world of increasingly empowered customers, it is quintessential for building customer loyalty. As one of the largest backbone network operators worldwide, we strive to build a smart and dynamic network, improving the quality of both voice and data services, and providing an exceptional, world-class experience to our customers.

In our endeavour to offer best in class network experience to customers, we have invested around 193 Billion during FY 18 in adding new base stations and modernizing our network infrastructure. In the last financial year over 1,00,000 4G sites were added to provide higher transmission bandwidth to 4G network and hence better user experience. Some of the other initiatives were undertaken this year to enhance the network experience of our customers include:

1. Improvement in spectrum efficiency by measures like Spectrum addition in over 60% of the 4G telecom circles, 1800MHz spectrum reframing to 4G for improved indoor coverage for mobile broadband network, dual carrier in 2100 MHz in 20 circles reaching a peak speed on 42 Mbps on 3G N/W.

2. Digital transformation and process automation. Airtel has embarked on innovative tools for near real time network operation through cutting edge virtualized Network Operations Center (NOC), optimization through Self Optimization Network (SON), Geo analytical tools and various process automation and analytics tools. These platforms have enabled automatic optimization of multi-layered networks, thereby reducing drop calls, network blocking, and increasing data throughputs for setting new benchmarks in end user experience.

3. End to end network site deployment automation from the stage of material movement from Warehouse to site, Material receipt at Site, Installation of equipment and integration of site.

4. Open Network – Launched in 2016 India's first Open Network is an open sharing platform that gives everybody access to our tower maps, weak spots, strong signal zones, high-speed internet and more. Airtel with the help of its customers has upgraded over 9000 towers through the Open Network initiative.



Enabling customers through digitisation

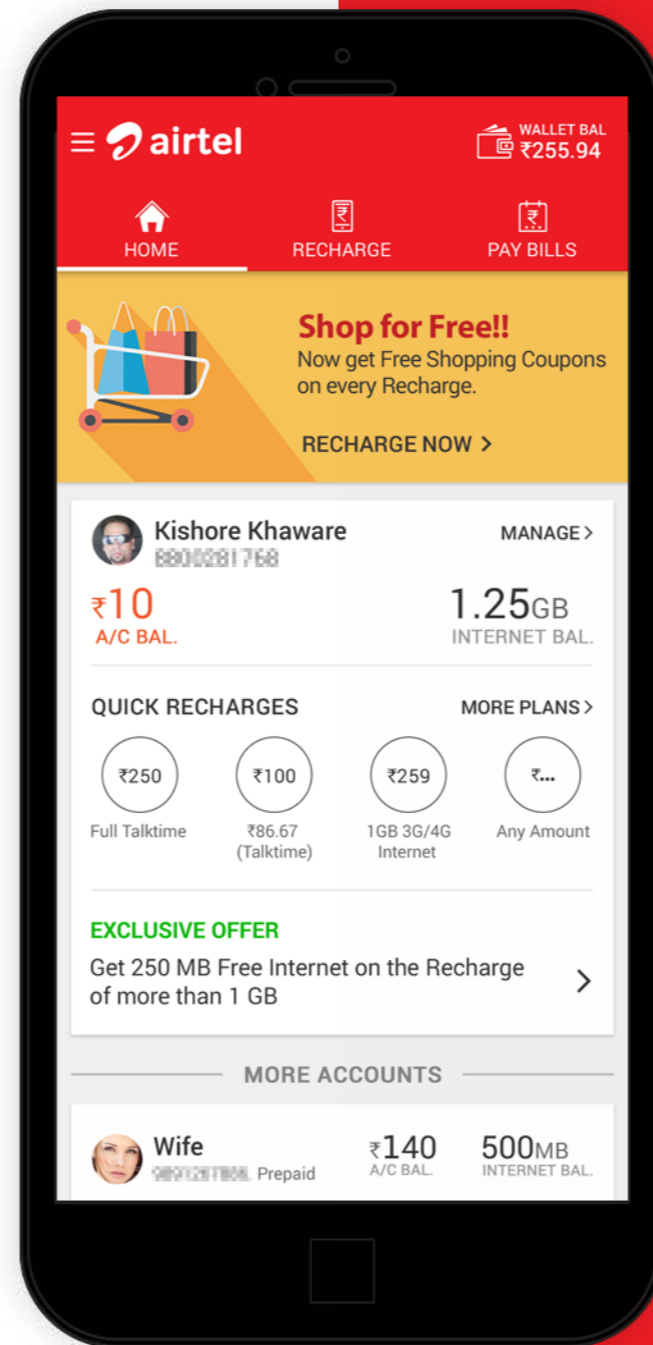
Airtel is among the first Indian telecom companies to enable real digitization of nearly all digital devices, providing a seamless experience to our customers. Airtel's transformation was inspired by its customers embracing digital services which have been driven by the wide adoption of newer technologies like 4G. We want to win the trust of our customers by provision of personalized experience, end to end self-care, predictive means to meet customer expectations, and self-healing systems backed by an easy interface.

Taking these initiatives to a whole new level, this year Airtel has constantly evolved its array of selfcare services in the digital space to empower its customers by helping them manage their Airtel services effortlessly



My Airtel App - Enabling Self-Service and Building Trust

MY Airtel app serves as an all-encompassing app for Airtel customers, which enables them to manage services like postpaid, prepaid mobile connection, broadband, fixedline and digital TV, effortlessly. With a refreshed intuitive interface that simplifies customer journeys and delivers an enhanced digital experience. We also rolled out numerous smart features like management of various customer accounts, quick replication of frequent tasks, faster payment checkout through stored cards, and the ability to recharge any number seamlessly.



- Over **23 Mn new** App Installs in FY 18
- ~ **2.3 mn** avg. daily users on app, **0.69 mn** on the web
- ~ **14 Mn avg.** monthly active app users

Taking these initiatives to a whole new level, this year Airtel has constantly evolved its array of selfcare services in the digital space to empower its customers by helping them manage their Airtel services effortlessly.



Driving Digital paperless Acquisition

Airtel launched the biometric identity based customer onboarding process leveraging citizen data from the national Unique Identity database [Aadhaar] for instant KYC [know your customer]. This capability is now being used to onboard new customers for mobile services, which earlier was being conducted through a paper based verification. This digital verification is environment friendly, eliminating use of paper and saving on document collection, processing and warehousing cost.



95%

OF THE TOTAL CUSTOMER ACQUISITION
BEING DONE THROUGH PAPERLESS DIGITAL
VERIFICATION ACROSS THE COUNTRY.

END TO END CUSTOMER
ONBOARDING IS DONE WITHIN

~5 minutes.

[AS OPPOSED TO EARLIER 4 HOURS]

370 Mn

SHEETS OF PAPER SAVED DUE TO PAPERLESS
BILLING TRANSACTIONS IN 2017-18