

Customer Relationship Management



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CESC Limited

Customer Centricity is a way of Life for us

- and is the Be All & End All of our existence

MOVING
TOWARDS
**CUSTOMER
CENTRICITY**



Customer Relationship Management (CRM)

- CRM is a Business Strategy to select & Manage Customers to Optimise Long Term Value
- CRM Requires Customer Centric Business Philosophy & Culture
- CRM Applications can enable effective Customer Relationship Management



What is Customer Relationship Management

A company wide business strategy to:

Reduce Cost

Improve revenue/profitability

Provide data to produce a holistic picture of a customer in real

**Achieve customer satisfaction,
loyalty and advocacy**

**A customer centric philosophy that has to permeate through an entire company to be
successful**

Generating a positive consumer experience at the point of sale and after sales



Adding value to a company by enabling it to differentiate itself from its competitors who do not offer the same experience



A shift in attitude enabling creation of customer happiness



Creating a customer centric culture is a planned business strategy

Benefits of CRM

- **Better customer service through improved responsiveness and understanding.**
- **Builds customer loyalty**
- **Decreases customer churn**
- **Quality and efficiency**
- **Decrease in overall costs**
- **Enterprise agility**



What is CUSTOMER SATISFACTION ?

- **SATISFACTION is the Consumer's fulfillment Response.**
- **It is a Judgement that a Product/Service (and/or its features) provided (or is providing) a pleasurable level of consumption – related fulfillment, including levels of under or over-fulfillment**
- **Customer Satisfaction is a MOVING TARGET**

Drivers of Customer Satisfaction

Emotional Elements

- Communicating with Feelings and Emotions; how we make consumers feel.

Interaction with Company

- Levels of Personal Service, Attention, Speed of Service, General Quality of the Contact; how consumers are served and treated.

Operational Performance

- Adherence to standards, On-time Performance, Living up to Promises, Lack of Product or Process Failure

Processes & Support

- Delivery Systems, Billing, Pricing Policies, Scheduling, Warranties, Complaint Handling and other features that enhance and support the CORE

Core Product/ Services

- The essence of what we offer- Essential Service - Electricity

How to satisfy/delight customers

- Identify our customers – internal/external.
- Understand the areas of interaction/interface with them.
- Understand how the product/service is used by the customer.
- Determine the gap between what is offered and what is expected.

Satisfied Customer

A Necessity to do business

Will stay until a better option is available

No emotional connect

Are referrals of business

Regard company as product/service provider

Actively seeks and evaluates company data

Loyal Customer

Needed for continued profitability and growth

Are there to stay

Emotionally attached to the company

Are goodwill ambassadors of the company

Will be a partner of the business

Shares data to advantage of business

The Four Attributes

Price

- **Competitive**
- **Explainable**
- **An Entry Barrier**

Quality

- **Voltage**
- **Frequency Stability**

Reliability

Unplanned Outages

- **No Loadshedding**
- **Minimum Breakdowns/Fusings**

Planned Outages

- **Advance information to consumers**
- **Not to cross time schedules**
- **Always keep communication channels open**

Service

- **Prompt attendance of breakdowns**
- **Re-organizing networks to reduce breakdowns**
- **Prompt attendance to voltage fluctuation complaints**

More Complex Issues

Few but Large Customers

Multiple Potential Contact points

Important to Know Customer
Business Background

Handling B2B Customers:-

- *One size doesn't fit all*
- Don't forget *People* behind the Business
- *Quality Service* apart from product innovation
- Word of Mouth/ *Referrals* drive business

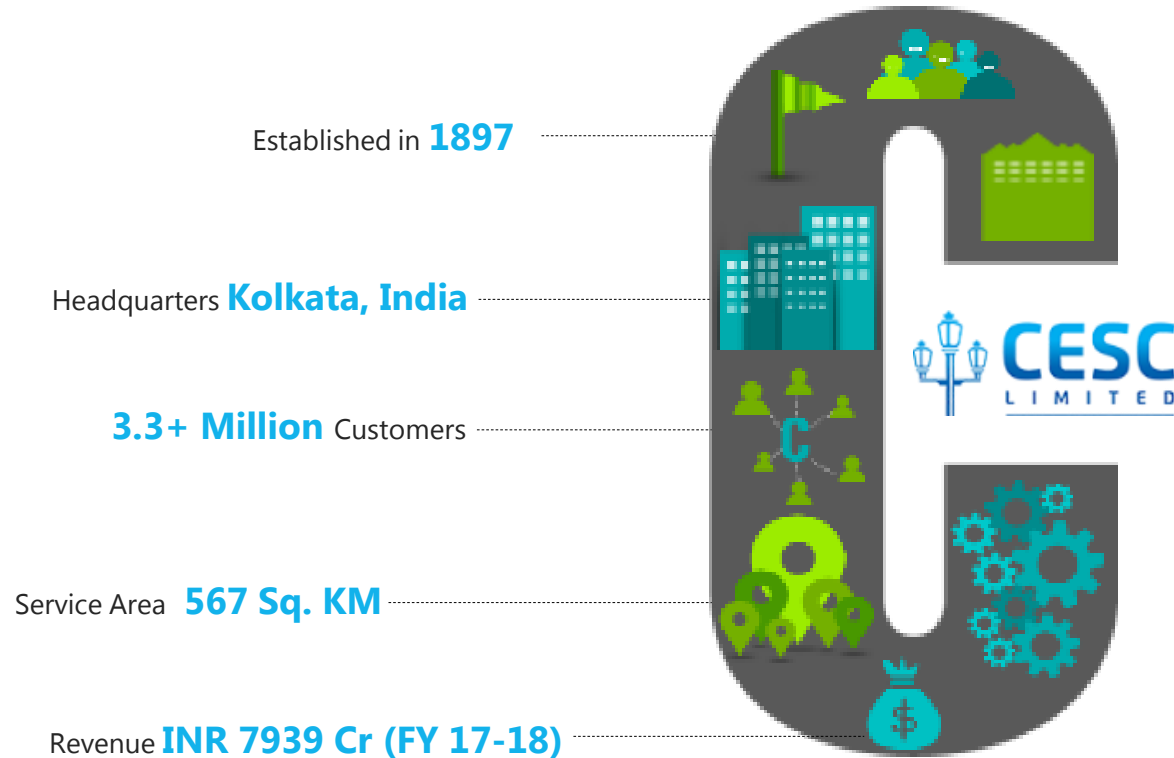
Engaging with 3Million+ Customers
to provide a World-Class Experience



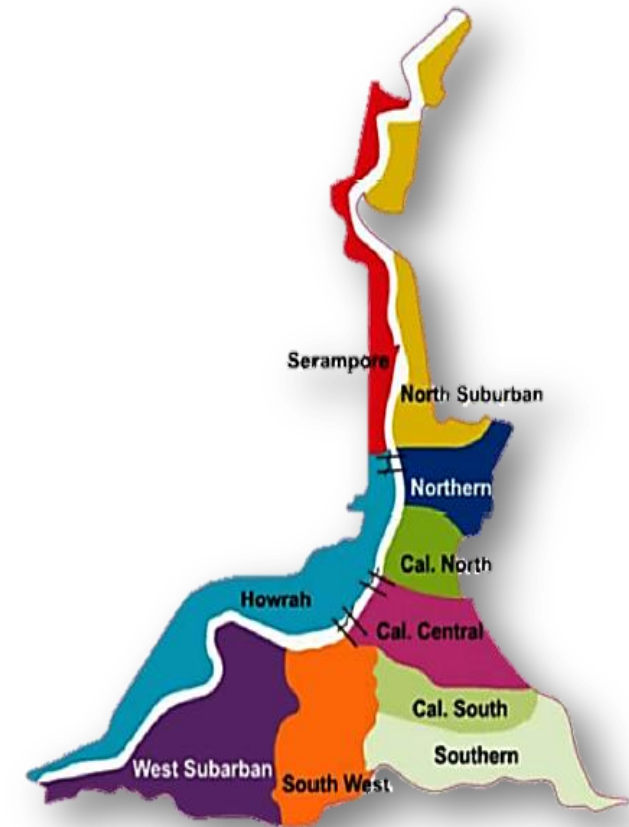
- the CESC Story

COMPANY PROFILE

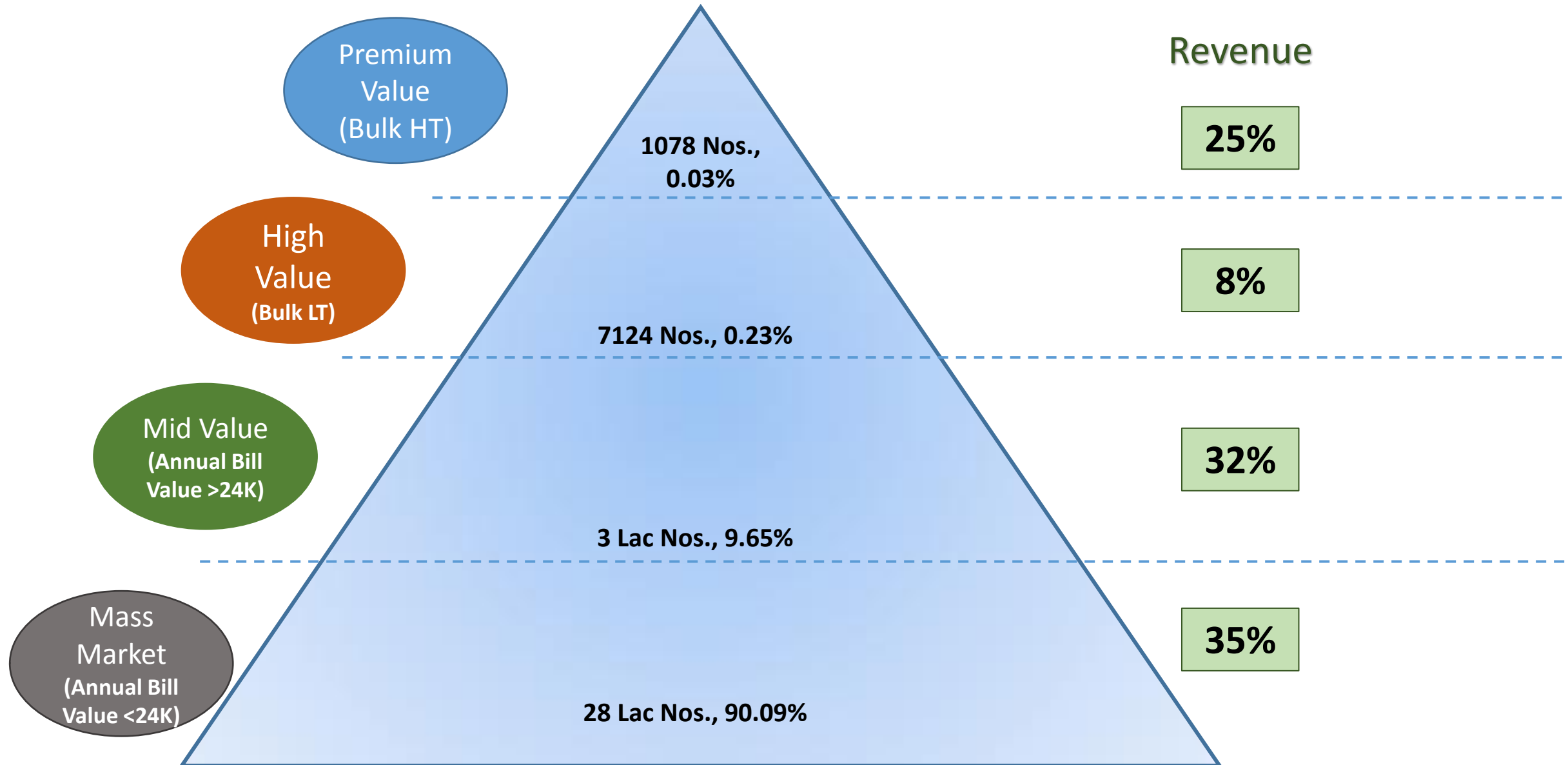
"India's first fully integrated Electrical Utility Company with a private participation in generation, transmission and distribution of electrical power"



Serving the twin cities of Kolkata & Howrah



Customer Segmentation



Premium & High Value Customers



Personalised Services

- Strategically Important Customers – Understanding the Customer`s Business
- Key Account Managers (KAMs) - Relationship Building: Unlocking Long-term Value
- Proactive Outage Management
- Customer Meets
- Customised Service – Special Payment options, Rescheduling Planned Outages, Generator Support

Feedback:

Personalised Feedback &
Ensuring Action (if required)

Communication:

Customised Communication

*Premium Value: KAMs with
average 25 years Exp.*

*High Value: KAMs with average
15 years Exp.*

Mid-Value Customers

"To create a Digitised Utility – towards a Digital India"



Digital Services: Web & App

- **Web-Services** – Virtual Office
- **App** – One-Click Services from Call to Docket
- **E-Care** – Dedicated Mail-IDs/ WhatsApp/ SMS – Online Support
- **Online Chat** – By Leadership Team including Managing Director
- **Social Media** – 24x 7 Assistance – Most responsive Facebook & Twitter Page (Average Response Time 7 mins), WhatsApp (2000+ Queries per month)
- **Digital Payments** – All major Mobile Wallets, Cards, Net-Banking, RTGS/NEFT, ECS, Auto-Pay

Feedback:

Digital Feedback

Communication:

SMS & App Notifications

Mass Market Customers

"Aspirational Segment: Today`s Mass Market – Tomorrow`s Mid-Market"



Contact Centre Customer Service Centres



- **Toll-Free Contact Centre** – For Supply & Billing
- **SLA: 90-10**
- **Customer Service Centres** – 6
- **Cash Collection Centres** – 40
- **Any Time Payment Kiosks with E-Service Zones**
- **Copy Bill Kiosks**

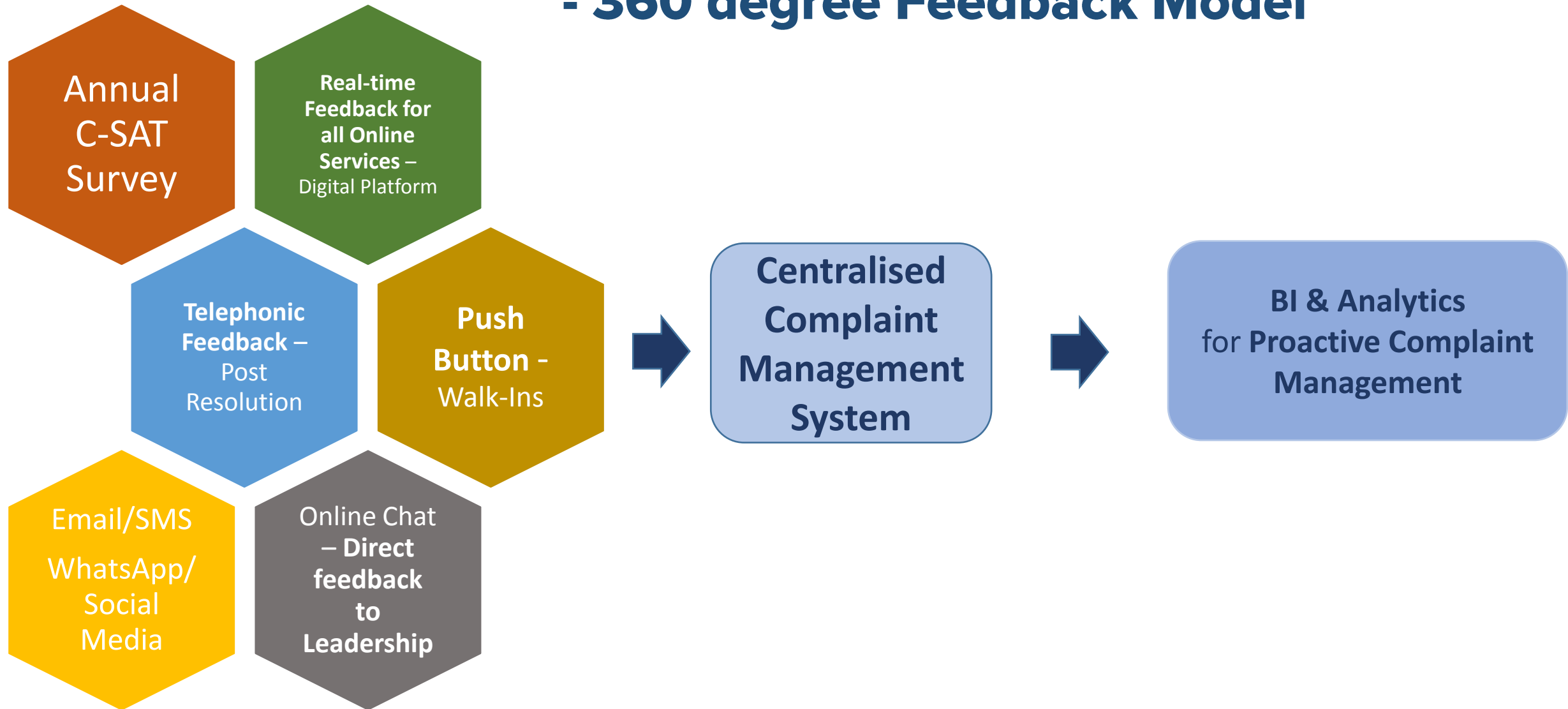
Feedback:

- **Push-Button at Customer Service Centres**
- **Feedback On-Call post Resolution**

Communication:

Mass Medium (eg. SMS)

Voice of the Customer - 360 degree Feedback Model



Our Commitment to our Customers



24x7 Affordable & Quality Power –
99.8% Reliability Index
4 paise Tariff increase in 4 years

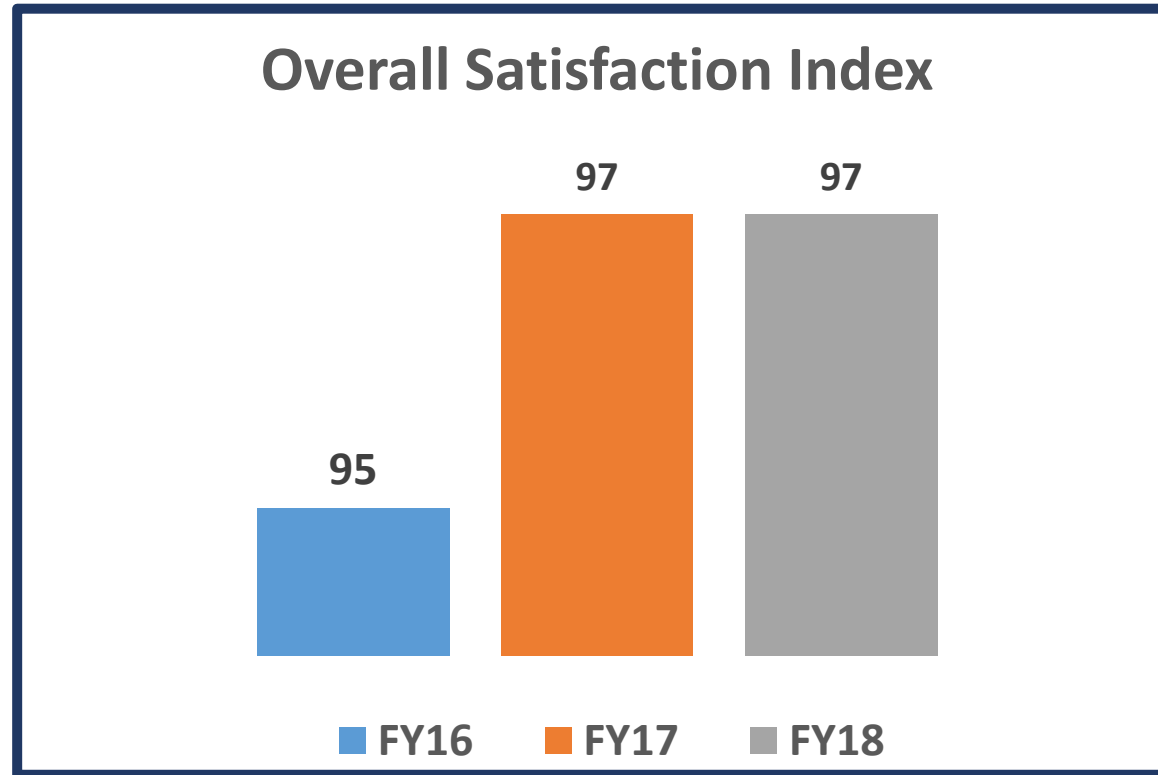
Supply Restoration within an Hour

New Connection within a Day

Complaint Resolution – FTR 84%
2 days (No Inspection); 5 days (With Inspection)

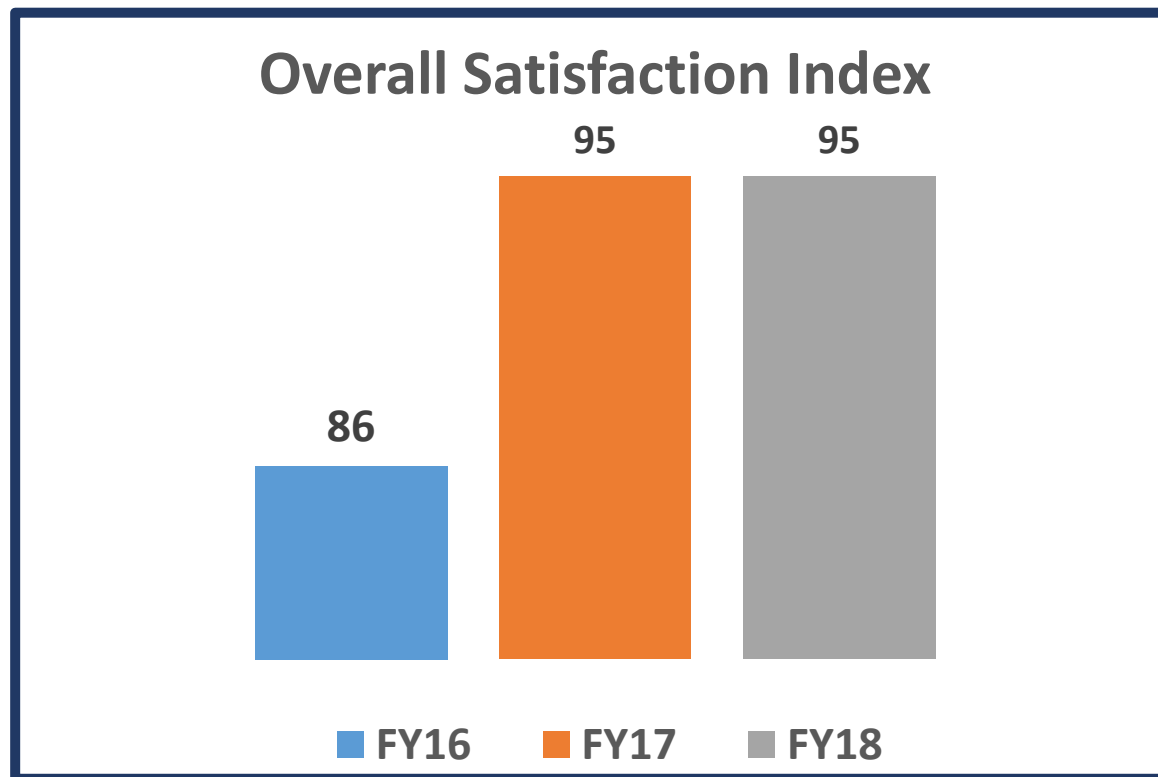
Premium & High Value Customers

Achieved National
Benchmark
for Customer Results
in CII EXIM Bank Award
2016 & 2017

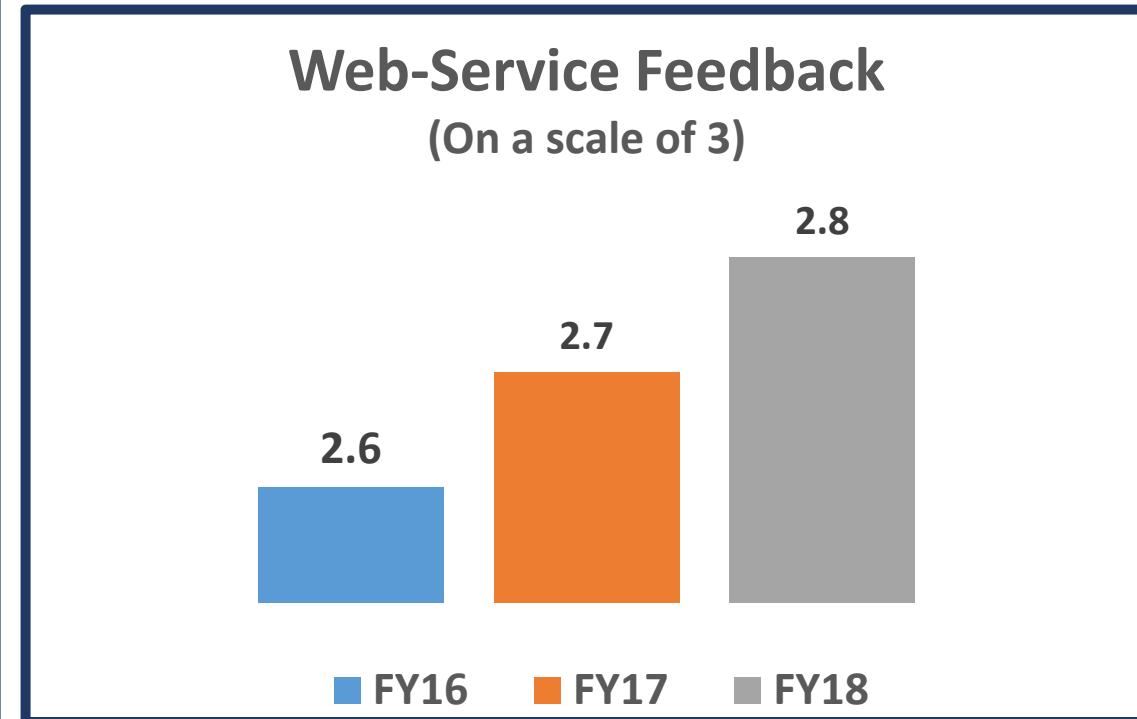
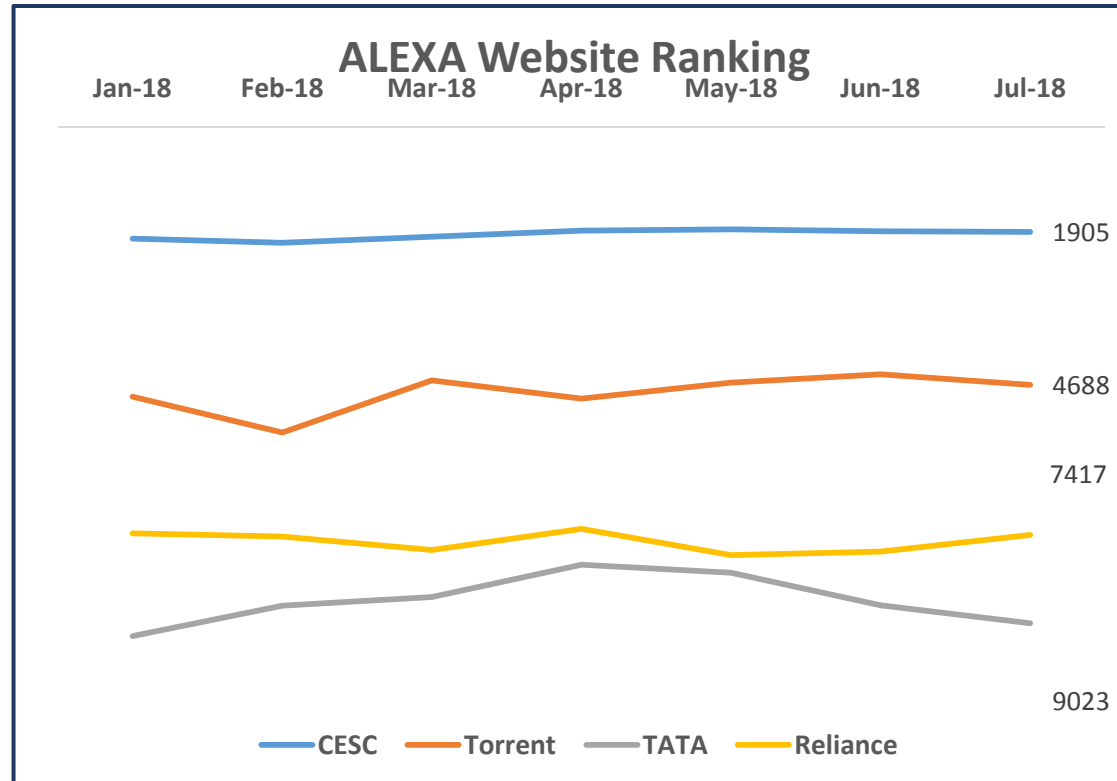


Conducted by M/s Nielsen in FY18, M/s IMRB Int. in FY17 & FY16

Mid-Value & Mass Market Customers



Conducted by M/s Nielsen in FY18, M/s IMRB Int. in FY17 & FY16



Mobile App

Downloads – 2.47+ Lacs
 Current Rating – 4.2/5
 (Playstore)

Digital Penetration

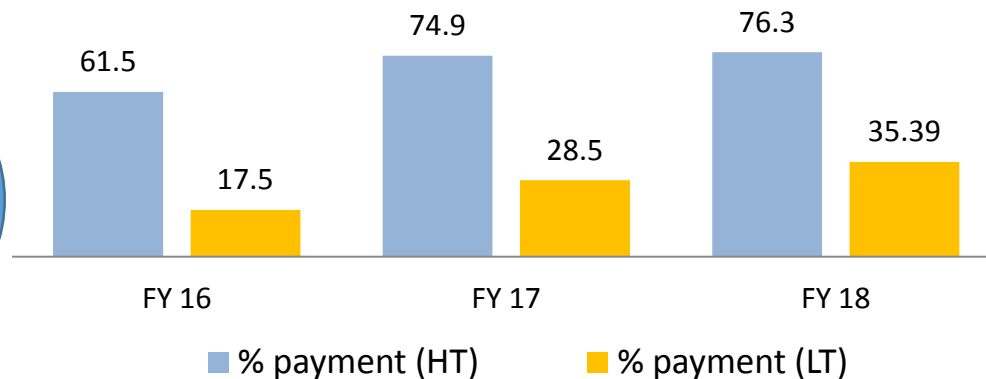
1Mn

Online Payments per month

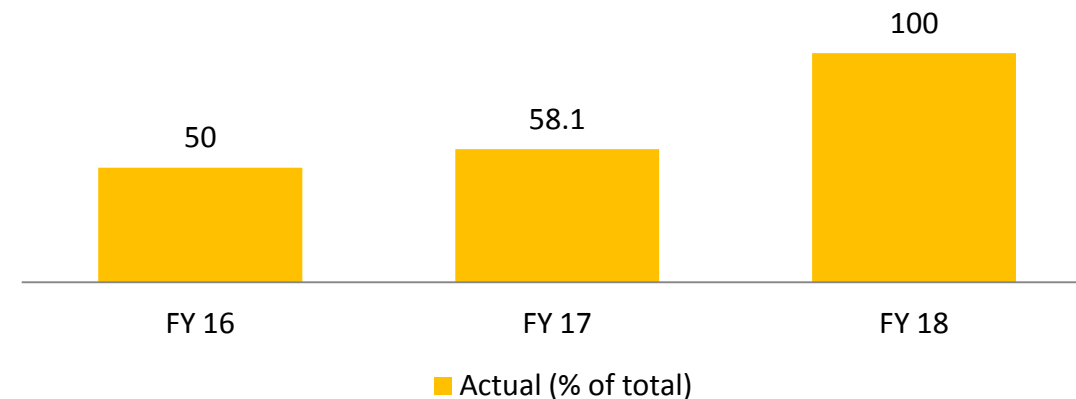
72%

Overall Non-Cash Revenue

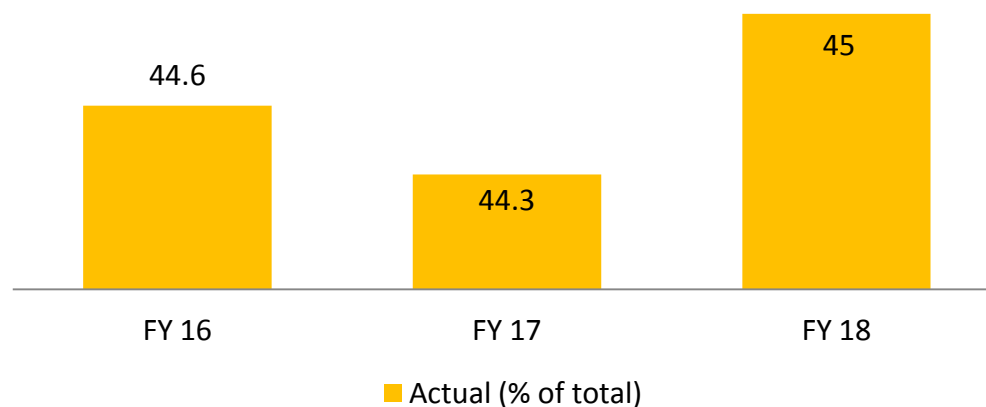
Bill Payment



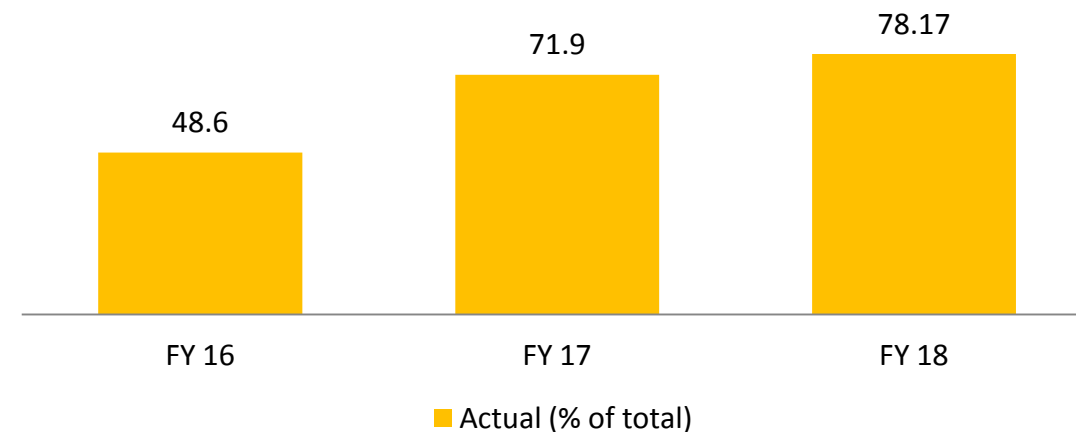
New Connections



Addl. Load for Air-Conditioners



Name Change



From Service Provider to Service Advisor – From Functional to Emotional Connect

Premium & High Value Customers

Special Products & Services:-

- Creating a FACE for the Organisation – KAMs
- Beyond the Meter - Condition Monitoring of P&E
 - Sharing best maintenance practices

From Service Provider to Service Advisor – From Functional to Emotional Connect

Mid Value Customers

Special Products & Services:-

- Differentiated Services – to bring in Transparency & build Trust
 - Personalised Consumption Dashboard – on App
 - Daily & Hourly Consumption Pattern – Smart Metered Consumers
- Tips – Energy Conservation, Safe use of Electricity

From Service Provider to Service Advisor – From Functional to Emotional Connect

Mass Market Customers

Special Products & Services:-

- Informative Bill design
- Safety Tips – SMS, Mailers, Hoardings

RP - Sanjiv Goenka Group
Growing Legacies

YOUR ELECTRICITY BILL FOR JULY 2018
Bill No.: 46173070001 / 07181 Bill Date: 15/08/18 CIN: L31901WB1978PLC031411

RAJEEV KR.MISHRA
273/274 BANGUR AVE,BL-B
FLAT-A/4
LP- 89/7/1
KOLKATA 700 055

Customer ID. : 46000334233

Net Amount Payable
₹ 7510
Rebate ₹ 65.80
Due Date 27/08/18
₹ 7440

Rebate is applicable only if payment is received within Due Date.

Unit Consumed: 809 *
*Bill based on actual reading
Current Reading Date : 04/08/18
Previous Reading Date : 06/07/18

BILL DETAILS

Energy Charges *	₹	6565.43
MVCA	₹	234.61
Fixed/Demand Charges	₹	15.00
Govt. Duty	₹	674.92
Meter Rent	₹	30.00
Adjustments **	₹	-4.77
Gross Amount	₹	7515.19
Rebate	₹	65.80
Net Amount	₹	7449.39
Rebate for e-payment mode	₹	131.60
Net Amount for e-payment mode	₹	7383.59
Net Amt. Payable for e-payment	₹	7380.00

Load(kva) : 0.4 Security Deposit: ₹ 962.00

Last Payment Received On	Amount Received(₹)	Mode of Payment	A/C Month & Year
26/07/18	8700.00	CASH	06/18

Please pay within TEN DAYS from Due Date to avoid appearance of this bill amount in next month bill, as due, inspite of payment.

The Gross/Net amount when rounded is to the lower multiple of ₹10/-, the truncated amount will be carried forward on payment.

TARIFF IN TERMS OF ORDER DATED 04.07.18 OF THE HON'BLE WEST BENGAL ELECTRICITY REGULATORY COMMISSION (WBERC)

Your 6 Months' Consumption

Month	Similar period of last year (Units)	Current six months (Units)
Feb	330	476
Mar	476	622
Apr	622	768
May	768	914
Jun	914	1060
Jul	1060	1206

Legend: ■ Similar period of last year ■ Current six months

QR Code: Scan to pay by using "CESC Apps"

WOODLANDS HOSPITAL
SINCE 1947

SPECIAL WOMEN CARE PACKAGE

HYSTERECTOMY (UTERUS REMOVAL)
₹ 2,25,000
₹ 1,25,000

MYOMECTOMY (FIBROID REMOVAL)
₹ 2,25,000
₹ 1,25,000

*T&C Apply

Valid till 31st December, 2018

8/5 Alipore Road, Kolkata - 27
☎ 033 4033 7000
76040 75551-55
www.woodlandshospital.in

Received the sum here stated

RP - Sanjiv Goenka Group
Growing Legacies

CESC LIMITED

EASE THAT MAKES YOU SMILE.

PAY YOUR BILL ONLINE AND ENJOY AN ADDITIONAL REBATE OF 1%

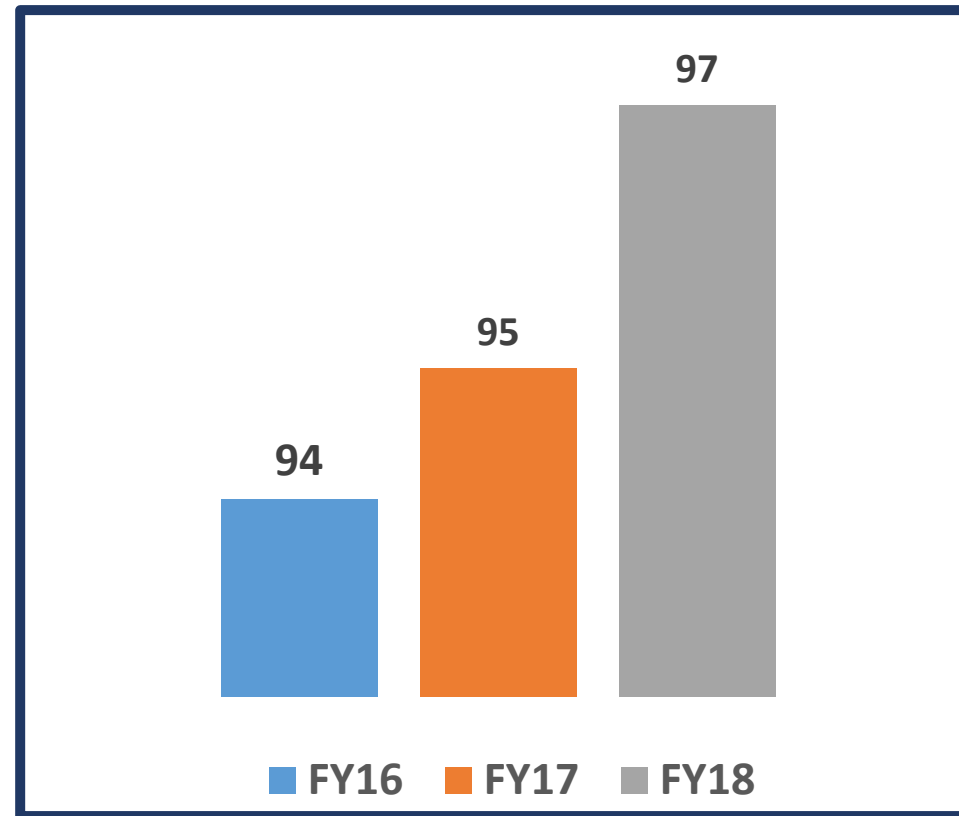
- MOBILE WALLETS
- CREDIT/DEBIT CARD
- NET BANKING
- RTGS/NEFT
- ECS

Visit cesc.co.in now!

Also avail exciting cashback offers* from time to time from our channel partners like:

freemange, LPP, EP-Shop, PAYTM, OLAX, JioMoney, Airtel, etc.

Loyalty Index



Conducted by M/s Nielsen in FY18, M/s IMRB Int. in FY17 & FY16

Employee Engagement

"Happy Employees – Happy Customers"



**R&R based on
Customer Feedback**



- **Training Sessions & Workshops – Every Frontline Employee has to complete 7 days training per year**
- **R&R for all Customer touchpoint Employees based on Customer Feedback**
- **Employee of the Week & Month**

Opinion Makers' Meet during Festive season



Presence at the Annual Kolkata International Book Fair



Catch them Young – School

Meeting Customer Groups at their Localities



Safety Workshops partnering with Institutional Customers



Knowledge Sharing sessions with Premium & High Value Customers





*Thank
You*