

DIGITAL INTERACTIVE PORTAL LED VISUAL IVR

for a Global Petroleum Major



Service: Analytics and Digital Interactive

OVERVIEW

The client is amongst one of the leading petroleum companies in the world. Its wide range of petrol and petroleum products cater to diversified customers. It offers advanced products and services comprising of High-Speed Diesel, Petrol, Auto LPG, Lubricants, Aviation Fuel, Packed LPG catering to different segments ranging from two wheelers to aeroplanes & farm equipment to heavy engineering vehicles.

The client has 1500+ outlets and planned to be extended to 5000+ outlets. Its user base is of 20000+ users across India.

CHALLENGES

At the petrol dispensing outlets, it was essential to identify if there were any issues to dispense petrol, recording of volume or the dispenser in any form.



There were 600+ tickets were created daily via calls that required Call Centre Agents to manage this volume



Due to manual recording there were chances of incorrect reporting issues



Multi-step logging of tickets was followed due to different SMEs for issue resolution



Resolution took time due to unclear reporting



There was no quick resolution / troubleshooting guide

SOLUTION

ACL Digital applied analytics, business domain knowledge and Digital Interactive expertise to provide a robust solution to solve the challenges.

- 1 Complete analytics was run on historical 6 months of data of tickets and the reasons for the tickets being created
- 2 Business understanding including those of end user personas was developed
- 3 Developed an Online portal (developed on HTML, CSS) available on Web that is auto mapped with the retail outlet code
- 4 The online portal has a Visual representation of all the devices and error areas that could occur in the retail outlet
- 5 The employee would choose the appropriate visual cues in the form of image
- 6 This choice leads to an auto creation of email with the requisite data prepopulated and the email is then directed to the resolution team

OUTCOMES

The following benefits were delivered by ACL:

- 35% faster resolution of tickets
- Proactive troubleshooting option available to RO employee
- Accurate reporting of issue with visual cues
- 25% reduction in costs due to lower number of call centre support required
- Positive revenue impact due to lower downtime with the clear issue reporting

