

## **Problem Statement: Consumer experience enhancement**

### **MPMKVVCL (Madhya Pradesh)**

Customer satisfaction information can help DISCOM to determine how to best improve its services. Presently iSAMPARK- customer care center, Chatbot and WhatsApp applications are available with the DISCOM for customer services which have been described below-

- iSAMPARK: To address consumer complaints and grievances timely and efficiently
- Chatbot: To handle consumers queries related to Bill Download, Complaint Registration, viewing of complaint's status, etc.
- WhatsApp: Consumers can receive alerts/notifications (related to bills, complaints, payments, shutdowns, application status, etc.) on their registered WhatsApp number.

Despite having the integration of above applications in the system, there are still many issues in which Discom needs improvement such as long on-hold time, incorrect tagging of complaints to officer/locations, long resolution time, non-optimum complaint handling procedure, manual intervention etc. DISCOM is interested in implementation of AI/ML in its services that has been envisaged to provide round-the-clock interaction, automatic generated email, optimize agent availability & wait time, automatically escalate & classify cases using sensitivity & domain expertise analytics, handle multiple queries at once, analyse huge data & convert it into reports etc.

## **Problem Statement: Consumer experience enhancement**

### **HPSEBL (Himachal Pradesh)**

Discom wants to utilize the AI/ML technology through Data Analytics for prediction of dissatisfied consumers based on the data available at Consumer Care Centre. This would help in creation of predefined response system based on historical data sets of consumer complaints by recording key aspects of consumer queries such that overall manual interventions can be reduced to a great extent and thus help in speedy address of customer grievances.