

Consumer Helpline for a Consortium of Fortune 500 Oil Companies



Client

A consortium of the three largest state-owned oil marketing companies in India. All the three have been ranked consistently by Forbes in their annual global fortune 500 rankings list amongst the world's biggest corporations.

Business need

To improve the subsidy administration of Liquefied Petroleum Gas (LPG) across the country, the Government of India launched the Direct Benefit Transfer for LPG (DBTL) scheme for its citizens. According to this scheme, LPG consumers had to buy their domestic LPG cylinder at full market price and the subsidy amount was to be transferred to their bank account. To avail this benefit, consumers had to enroll themselves for Aadhar and link it with their respective LPG and bank account number. Since this was a newly launched government scheme, there was lot of confusion, queries and complaints from the general public with regards to the scheme and how to get themselves registered for the subsidy benefits. Therefore, the oil marketing companies involved in the distribution of LPG across the country, decided to set up a single point consumer support helpline across the country for serving their consumers and helping them with all their queries and complaints about the DBTL scheme.

Solution

Cyfuture helped the OMCs set-up a pan-India customer care center for its millions of consumers across India. Five regional customer care centers one each for north, east, and west and two for southern India with a total strength of 400 plus customer care executives was set-up. Each of these centers was staffed with local language specialists, in addition to English and Hindi, to remove language barriers and provide personalized services to citizens across various regions of the country.

Each of these regional centers had 6 number of Primary Rate Interface (PRI) lines, which ensured that all the emergency situations were handled promptly and minimum number of calls went on call-waiting. The Interactive Voice Response System based call handling service made sure that all the callers got appropriate guidelines and were directed to the right agents in relation to their query.

Cyfuture also developed a web-enabled call center software to integrate consumer queries for each OMC with their respective in-house softwares. These helped in keeping a track of the number of queries received and resolved for each OMC on a regular basis and also create necessary MIS reports for compliance.

The contact center services provided by Cyfuture helped the consortium of clients in seamless implementation of the DBTL scheme, reduced the number of consumer complaints and deliver better services to citizens.