

India's largest integrated power company is set to reshape its customer service.

TATA Power, a prominent subsidiary of the esteemed TATA Group conglomerate, is a trailblazer in the Indian energy sector. With a progressive vision of 'lighting up lives' for generations to come and a commitment to sustainable growth, TATA Power has an illustrious legacy of over 100 years.

To fulfill its vision of empowering a billion lives through sustainable, affordable, and innovative energy solutions, two things were of utmost importance for Tata Power—exceptional customer service and a healthy work environment. Therefore, a transformative solution was needed that not only elevated their customer support but also reduced the workload of employees.

Keeping pace with the changing needs of 12.5 million customers

In today's world, technology and innovation are drivers of change and progress. With a customer base of 12.5 million, it becomes more important to keep pace with the changing needs of the modern customer. Out of all the digital means of communication, emails formed a major chunk at Tata Power where they received **5000 to 7000 email inquiries monthly**.

Processing each email manually was not only time-consuming but also overwhelming for employees. It increased their turnaround time (TAT), overburdened their employees with manual repetitive tasks, and hampered overall customer experience.



Choosing the right automation partner

They were looking for an AI vendor that had solutions with contextual understanding that could fit in with the existing process without disrupting it. The aim was to reduce the current response time to clients' queries and tickets while simultaneously reducing the workload on the employees.

Tata Power identified the capabilities of the Simplifai AI Automation Platform and found it to be an exact fit for its requirements. Earlier the entire process was manual, due to which monitoring ticket movement and closure was complicated. Also, the auto-scalability and efficiency of our solution could help them become future-ready for their growing business needs.

The Simplifai AI Automation: A breakthrough solution for customer service automation

Tata Power is using Simplifai AI Automation Platform that uses email processing module to automate customer queries and tickets. The solution receives emails from the current ticketing system CISCO, performs required actions based on the intent identified, and drafts a reply. The solution also updates the right tags against each ticket for ease of access to customer executives.

- Reading and Interpreting email content.
- Interacting with their internal systems to get the relevant details required for reply.
- Drafting replies along with attachments (whenever needed) against the interaction.
- Post drafting the email, respective tags are updated against each ticket.
- Saving appropriate reply drafts in the email system for QA activity.
- Forwarding emails that fall out of project scope for manual handling.

What Tata Power today stands to gain with Simplifai AI Automation Platform?

- 🕒 Slashed the turnaround time by 4X enhancing customer experience.
- 🕒 Enabled same day query resolution increasing customer satisfaction.
- 🕒 Minimized manual errors, enhanced accuracy, and efficiency.
- 🕒 Reduced burden on employees by handling repetitive manual work.

Envisioning a bright future with Tata Power

The successful implementation of our automation solutions is just the beginning. In the future, TATA Power plans to further extend the use of these technologies across its business verticals. The impact of this shift extends beyond the realm of operational efficiency and cost-effectiveness; it represents TATA Power's strategic response to the evolving dynamics of the energy sector. And Simplifai is excited to be a part of this journey.



“Glad to see the commitment Simplifai has kept by delivering the project as per timelines. Appreciate the sincere efforts throughout. It was a wonderful learning curve across these past months wherein we mutually learnt and improved over time to eventually reach to this milestone of implementing all 3 phases.”



Manisha Wadhwa

Head of Department (Customer Services and Customer Experience)



For more insights on how AI can transform your business, contact Simplifai at:

Email: hello@simplifai.ai

Call us at: (+91) 7030419909

Visit www.simplifai.ai for more information.

