

CHALLENGES

- For every individual it is very difficult to walk-in and book a cylinder
- Maintaining booking and Delivery track of Every individual is very difficult
- Tracking distributors performance is very difficult
- Time duration to book a cylinder may took more than a half day.
- Long Queues for booking
- Dealers require more Man Power to manage bookings.
- Booking Hours were limited for Consumers. They were not able to book during their Holidays/Sundays.

BUSINESS REQUIREMENT

A facility that should offer flexibility and convenience of booking refill cylinder at anytime, from anywhere in the country, when on the move, on a holiday or at home.

- Required IVRS based booking system with centralized database handling.
- User friendly IVRS system to book anytime 24/7.

GOAL

- Centralized setup to handle huge calling volume nearly 12lakh per day.
- Manage Daily bookings approx 7lakhs per day.

FastFacts

Customer: BPCL

Web site: www.ebharatgas.com

Industry: Petroleum Industry



Customer Profile

Bharatgas comes from the house of Bharat Petroleum, a Fortune 500 company - a major player in refining and marketing of petroleum products in India. Bharatgas has been a pioneer in more ways than one and brought many innovative products and customer centric offerings to the customers.

Fully supported by the latest technological developments, the consumer can also book a cylinder, track his refill supply and give feedback on other modes like IVRS, SMS and Mobile App 24 X 7 at their convenience.

Solution

- An Interactive Voice Response System (IVRS) given to Bharat gas which provides 24-hour service for all the days in a week for booking refill cooking gas cylinders through IVRS where more than 10 lakh calls with bookings and deliveries will be handled per a single day .

- All the refill bookings made are captured in a central server and the data is then transferred to the PC's of respective Bharat gas distributors automatically.

- System will send SMS to consumers once the Booking of refill cylinder with booking reference number has been confirmed.

- System will send SMS to consumers once the delivery of the refill cylinder with delivery date has been delivered..

Benefits:

Through this system, a customer can call a Single Number across the State to book refills. The Customer would instantly get a real time booking number from IVRS. This system replaces the current practice of manual booking by the showroom staff.

- Consumers can book the cylinder at convenience 24 x 7 on all 365 days
- No extra charges
- Consumers can choose the language - Option of Local Language / Hindi / English is available
- Consumers will receive Confirmation of Booking through SMS
- Consumers will also receive Confirmation of Delivery through SMS.

About Deepija Telecom

At Deepija Telecom, we help our customers create, maintain and continuously improve superior end-to-end service for their customers.

With over a decade of pioneering leadership and hundreds of solutions deployed, Deepija is a premier provider of enterprise - class contact center solutions for the utilities, financial services, government, high-technology, help desk, consumer products and healthcare industries.

At Deepija Telecom you don't just have the choice. You have the assurance of a solution tailored to your needs.