



# How NPCL Increased Their Customer Satisfaction Rates by 70%

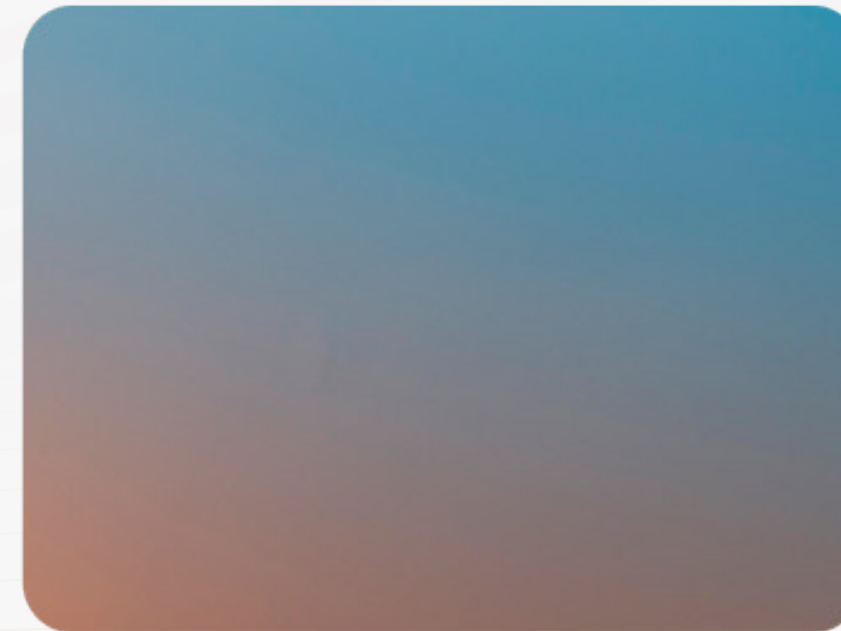
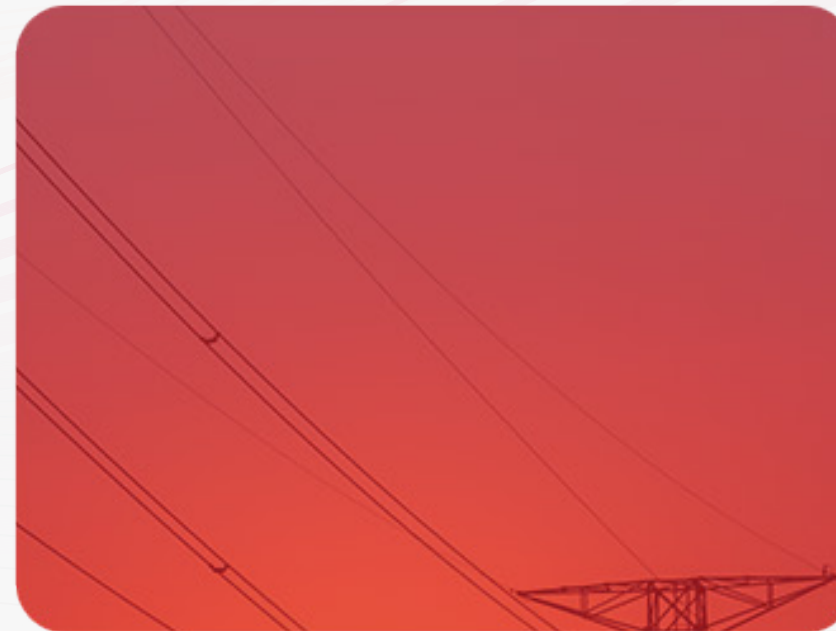


# Introduction

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NPCL is one of the most prominent power distribution companies serving the Greater Noida region. NPCL wanted to improve the communication process to enhance its customer engagement and optimise the communication processes. To achieve their goal of improving customer engagement, they wanted to explore innovative communication channels beyond all the traditional methods available.

They empowered their mission by taking the help of OneXtel. NPCL integrated a single Whatsapp API for OneXtel, which helped them send messages in various formats. They were also able to establish a direct and effective line of communication with all their inactive customers on a daily basis. Moreover, they simultaneously gathered customer feedback for further improvement and noticed that the customer satisfaction rate had increased by approximately 70% after integrating the solution provided by OneXtel.





# About NPCL

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Noida Power Company Limited is a power distribution company that lights up Greater Noida, serving a population of around one million across hamlets, villages, and a modern township covering 335 square kilometres. Initially, it started as an autonomous body responsible for town planning and infrastructure development. From November 1993 onwards, Noida Power Company Limited began its journey in power distribution by executing an agreement with the erstwhile U.P. State Electricity Board (now U.P. Power Corporation Limited).

After that, there was no looking back, and the customer base of NPCL kept on increasing from 4677 in 1993 to 1,06,707 in March 2021. The majority portion of the company's power supply is used by large and heavy industries, which eventually make up almost 49% of the total energy sales. The rest is consumed by urban and rural households, institutions, and smaller industries.

The NPCL is moving ahead with the latest technologies towards its mission, which is to innovate continuously and improve its business processes. Their goal is to implement the best possible technologies to provide their customers with services that are completely error-free. Their vision is to become the most preferred power distribution utility in the country by ensuring that service delivery is error-free. The various initiatives they have taken to achieve this are as follows:





# Initiatives by NPCL

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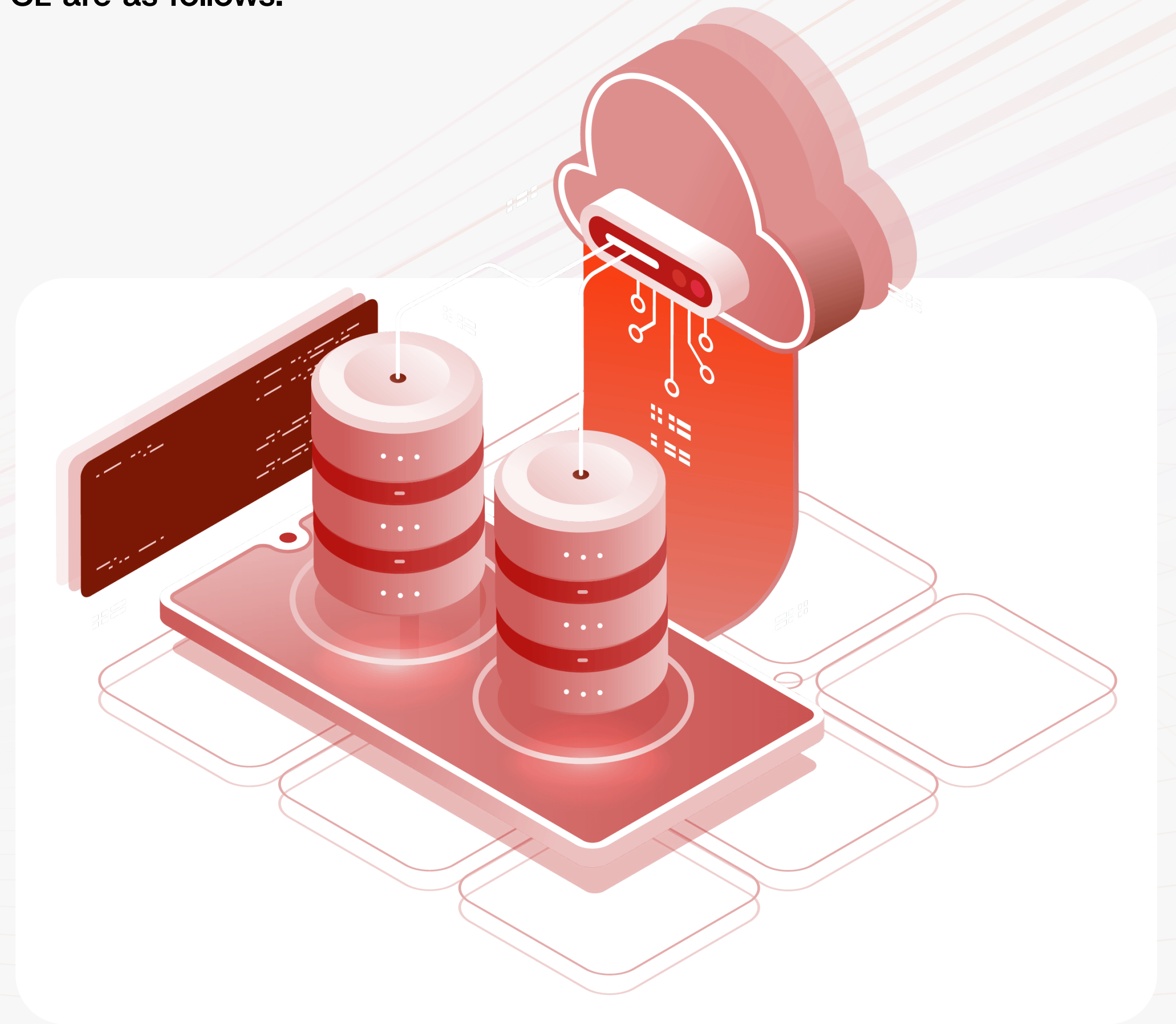
Some of the initiatives by NPCL are as follows:

## Integration of IT

NPCL has integrated all the possible IT solutions to enhance its operational workflow. Automated data transfer systems have been implemented to automate updates related to meter readings.

## Emerging Technologies & AI Integration

NPCL has integrated Machine Learning algorithms for load forecasting, ensuring efficient power distribution planning. The company is exploring the Internet of Things (IoT) for real-time Distribution Transformer (DT) Monitoring. Additionally, Virtual Reality (VR) applications have been deployed for immersive asset visualisation and employee training, improving operational preparedness.



Automated Data Transfer Systems



# Challenges faced by NPCL

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To understand how OneXtel's solution benefitted NPCL, it became crucial to understand the challenges they were facing. Here is what our executives got to know about the challenges faced by NPCL.



## Communication Overload

There were a large number of inquiries, complaints, and service requests on a daily basis, and the number was increasing day by day; therefore, their customer support team was not able to handle it smoothly. This resulted in long response times, delayed resolutions, and growing dissatisfaction among customers.



## Manual Processes

Many services that were supposed to be provided to the customers on a daily basis, like billing notifications, outage alerts, and service updates, were handled manually. This manual handling made the process more time-consuming, leading to many human errors. The delays in sending important information to customers led to confusion, missed payments, and unnecessary grievances.



## Software Challenges

In order to make the communication process easier, they used SAP software, but they faced many challenges when they used it. Due to this, there was a continuous miscommunication and a fragmented flow of data, making it difficult for the NPCL to track customer complaints, service updates, and payment confirmations, ultimately slowing down NPCL's response time.



## Limited Customer Engagement

Due to a lack of proactive communication strategies, NPCL customers often felt uninformed about crucial updates, and this dissatisfaction forced them to abandon NPCL services. Customers were not receiving timely alerts regarding maintenance, outages, or payment reminders, leading to increased complaints. Additionally, NPCL lacked multiple communication channels, making it harder for customers to access support conveniently.



# Why Were Existing Solutions Not Sufficient?

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As NPCL keeps on integrating the latest technologies to enhance its services, it has also understood the importance of improving communication with the help of technology.

There are various reasons why existing solutions were not enough:



## Dependence on Manual Processing

Manual processing made the delivery of real-time updates impossible. It just resulted in inefficiencies and delays.



## Long Response Times

Customers faced long wait times due to the inability of support staff to handle high volumes of inquiries efficiently.



## Limited Communication Channels

They were not taking the maximum benefit of real-time messaging options such as WhatsApp or email, making the real-time flow of communication difficult.



# The OneXtel Solution

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Our team at OneXtel invested sufficient time to examine all the challenges faced by the customers of NPCL and by the NPCL authorities. Moreover, our solution was supposed to replace the SAP software. Therefore, we carefully analysed what features they provided and how we can optimise them to remove all the difficulties faced by NPCL due to that inefficient software.

In our in-depth discussion with the executives of NPCL, we got to know that they were facing many challenges related to the SAP software, which need to be resolved as soon as possible. Apart from that, we came to the conclusion that the ideal solution that they require should be integrated with a chat application that the customers use on a day-to-day basis, like whatsapp or SMS services.

Considering all these factors in mind, we provided them with multiple solutions as per their requirement. The various solutions are as follows:

**Chatbot integrated with Whatsapp**

**Automated SMS Reminders**





# Chatbot integrated with Whatsapp

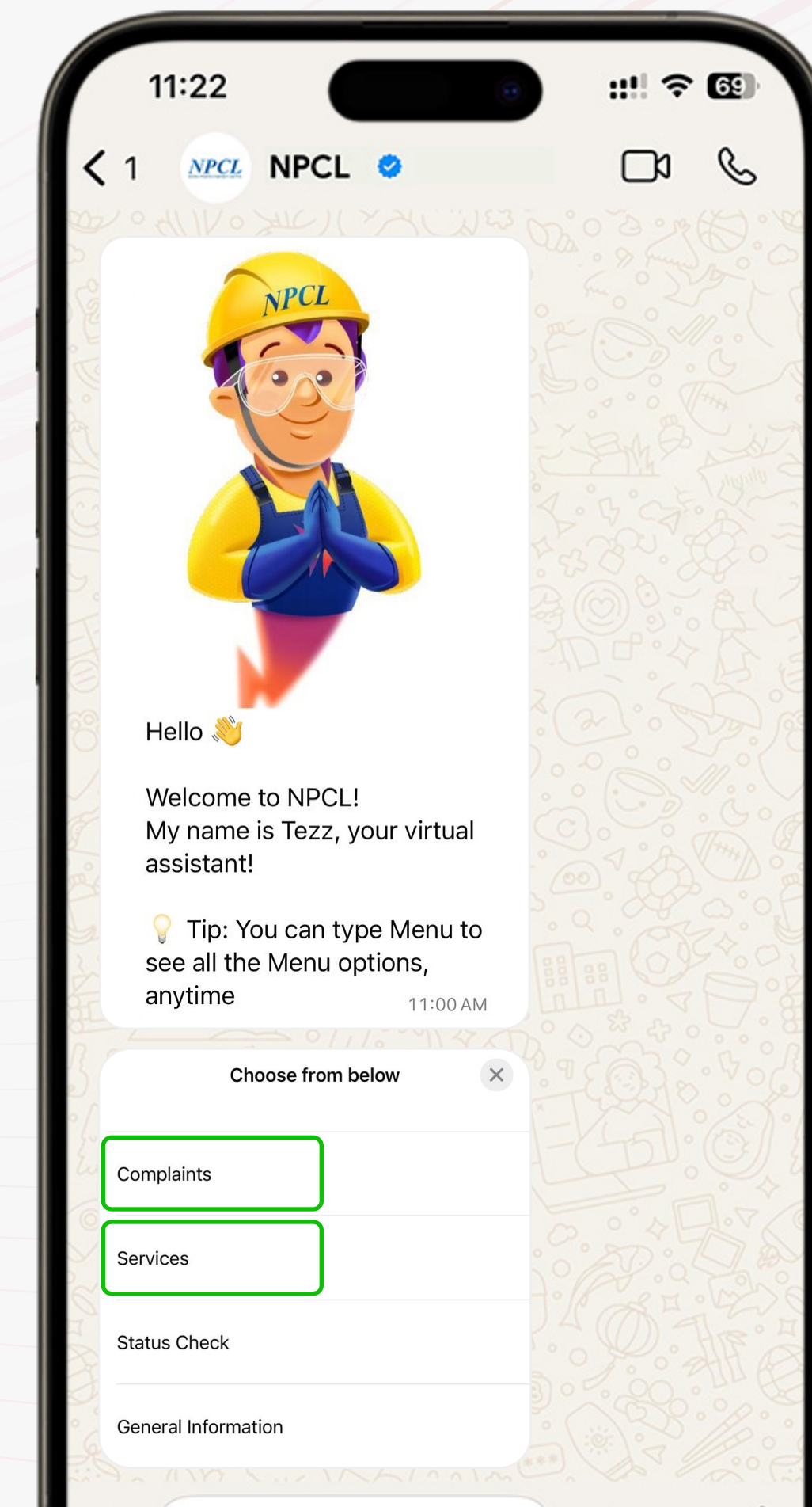
The AI-powered chatbot developed by OneXtel has completely changed the way NPCL interacts with its customers. The users get the resolutions to all their queries in the WhatsApp application itself; they get an intuitive menu that allows them to easily navigate to their required options, making communication more efficient. Read on to learn about the various features that were included in the chatbot:

## Complaints Handling

If the customers have any complaints regarding billing issues, power outages, or other concerns, they can directly lodge complaints using the WhatsApp chatbot. This feature completely eliminates the necessity of visiting a customer care centre or calling on a helpline number for help.

## Service Requests & Information

It was previously difficult to get all the details about the services and various plans that NPCL offers. Using this chatbot, they can easily understand any such services in-depth, including new electricity connections, disconnection requests, tariff plans, and load extensions.





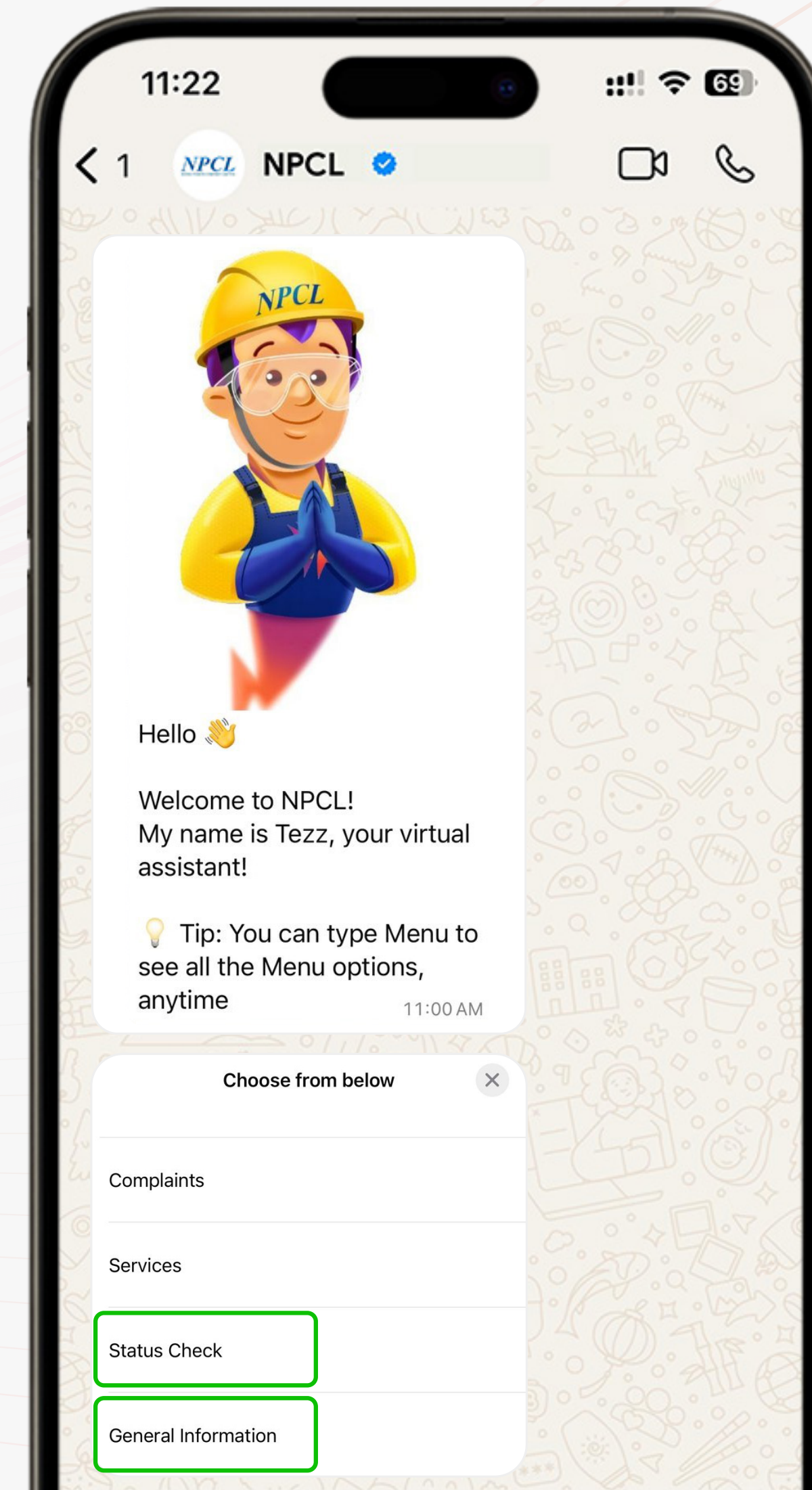
# Chatbot integrated with Whatsapp

## Status Check

Users can easily track the details of their bill payments, the status of the complaints that they file, and the various services they request without any human intervention. Customers can keep themselves updated about all these things in real-time, making the procedure more transparent for them.

## General Information and Awareness Videos

This platform even acted as a one-stop solution for getting all the information about NPCL. It provides all the details about NPCL policies, safety guidelines, energy-saving tips, and government initiatives. This helps customers stay informed about essential updates and best practices. It also provides access to NPCL's official awareness videos to enhance user engagement.





# Automated SMS Reminders

Integrating a WhatsApp chatbot, OneXtel provided a suite of communication solutions to enhance NPCL's customer engagement and operational efficiency. By leveraging multiple communication channels, NPCL ensured timely, reliable, and automated interactions with its customers.

## SMS-Based Customer Engagement

With the help of OneXtel, NPCL was able to send daily reminders using the SMS services. It made sure that the customers received regular updates about various important topics like:

- **Bill Payment Reminder:** Users tend to forget to make payments on time. Now, users can easily receive bills, reminders, and payment links for quick transactions.
- **Awareness Messages:** Notifications about energy-saving tips, safety guidelines, and government initiatives.
- **Server Maintenance Alerts:** Timely updates about scheduled maintenance or unexpected outages.
- **Payment Confirmation Messages:** Users get instant receipts for successful transactions, ensuring transparency.
- **Default Payment Reminders:** Alerts for overdue accounts, reducing default rates.

Dear Consumer,

Your electricity connection is at risk of disconnection due to non-payment of the previous bill amounting to ₹1085.

Please ensure the payment is made on or before 15th April to avoid service interruption.

To pay your bill, kindly visit: [www.npcl.in](http://www.npcl.in)

Dear Consumer,

Power supply will be disrupted on 12/04/2025 from 11:30 due to maintenance work.

We regret the inconvenience.

– NPCL



# Automated SMS Reminders

## WhatsApp Messaging for Enhanced Accessibility

With the increasing popularity of WhatsApp as a communication channel, NPCL adopted WhatsApp messaging in October 2024, enabling customers to:

- **Lodge Complaints**– Customers are easily able to raise complaints and service requests directly through a chat interface.
- **Get Bills**: Users can easily receive bills, reminders, and payment links for quick transactions.
- **Get updates**: Get real-time status updates on complaints, maintenance schedules, and power outages.



Welcome to NPCL WhatsApp Support!  
How can we assist you today?

Please choose an option below:

1. Get Latest Bill Update
2. Download Electricity Bill
3. Lodge a Complaint
4. Talk to a Support Agent

2. Download Electricity Bill

## Email Communication for Personalized Customer Interaction

In January 2025, NPCL expanded its communication channels to include email notifications, considering those customers who prefer detailed and personalised communication. This includes:

- **Payment confirmations**: Sending monthly bill statements and payment confirmations as official proof.
- **Important notices**: Informing customers about official notices regarding policy changes or energy-saving initiatives.
- **Updates about services**: Making the customer aware of various service-related updates, such as maintenance schedules and new connection approvals.



### NPCL Bill Generated

Inbox

#### Bill

Total: Rs. 270, due 27 Mar

\$ Total amount due  
Rs. 270

⌚ Due date  
27 Mar 2018

★ Issuer  
NPCL



# The Outcome of NPCL's Collaboration with OneXtel

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After NPCL integrated OneXtel's solutions with their services, they started noticing a massive change in their customer satisfaction and the ways they used to operate previously. Following are some major changes that they observed after integrating our chatbot and messaging services into their day-to-day operations:

NPCL was easily able to get feedback from the user through whatsapp, which increased their customer satisfaction rate by almost **70%**.

NPCL was able to send its marketing messages to all the users on a daily basis, which increased customer interaction by almost **92%**.

After the integration, NPCL was able to handle **2 million SMS** monthly, ensuring error-free communication with the users.

They were able to send all the messages in both **English and Hindi**, which allowed them to cater to a broader audience.





# NPCL’s Words for OneXtel

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## Lorem Ipsum

is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry’s standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

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# The Learning Curve

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NPCL, which caters to millions of customers on a daily basis, was dependent on the old methods of query resolutions and communication. However, with the changing customer expectations and evolving technologies, they realised the need to adopt CPaaS solutions to automate the communication process and make it easier for both customers and operators.







# Thank You

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