

AEML harnessing the power of Digital platforms for optimal consumer experience

- **Close to 90 Self Help Kiosk machines deployed so far across its Distribution area.**
- **AEML is all set of roll out the First ever Video Contact Centre for its consumers in Mumbai.**
- **AEML is all set to go multilingual on its Voice BOT platforms of ALEXA and GOOGLE Assistant.**
- **7 lakh Smart Meters planned, so customer can monitor their consumption**

Mumbai, November 20, 2020: The Covid-19 pandemic has made the world more interconnected and there has been surge in use of digital platforms across all category of consumers. As more and more consumers are becoming tech-savvy, opportunities for utilities are endless. The convenient nature of getting queries addressed virtually and one-click payment combined with user friendly interfaces has provided an attractive alternative over physical visit and payment options.

The AEML consumers now can use digital options for availing various services like self-meter reading, receiving bills through an email, SMS, check the bills on AEML's website or through the app. Consumers can also make an online payment of their bills, apply for new connection, change the name on their bill and use digital platform for many more such other services.

To encourage the consumers to use digital platforms AEML has introduced a plethora of digital services over its website as well as App to ensure that consumers can avail these services over a click and sitting at the comfort of their homes virtually.

- As the physical customer care centres were non-operational due to COVID-19, more and more consumers moved availed our services by moving towards virtual outlets to engage with our customer services at Adani Electricity.
- Virtual contact centre was established by AEML across all its divisions to ensure that consumers can contact AEML to have their queries addressed seamlessly.
- Mobile Kiosks have been introduced by AEML which are deployed in specific areas depending upon bill due dates of consumers to enable them to make payments without having to visit any of our Consumer Care Centres.
- 90 Self Help kiosk machines have been deployed across all 5 divisions of AEML for consumers to make payment as per their convenience in cash/cheque or through debit/credit cards. The consumers can also raise complaints, take a duplicate copy of their bills, and make Security Deposit and other payments using these Self Help Kiosks. This initiative of AEML has been well perceived and appreciated by the consumers towards all spectrums
- AEML enabled its consumers to submit their meter readings across various channels such as SMS/WhatsApp or through AEML Chatbot Elektra on the Website and consumers could also check their bills online along with calculation methodology.

- Consumers paid their bills by downloading the AEML mobile application, enabling swift bill payment options.
- Customers have the option to make their payments through aggregators such as Phone Pay, Google Pay, Paytm, BHIM app, and other digital modes and can also avail various promotional schemes offered on these platforms from time to time.
- On the Adani Electricity website, they can make payment through Debit / Credit Card, Net Banking, UPI, online VDS, RTGS / NEFT, RTGS / NEFT
- AEML has recently launched a revamped version of its Customer Mobile App which offers a range of services from bill payment to applying for change of name and consumers can also check their payment and consumption history.
- AEML also offers its consumers to connect with us on our Whats App for Business wherein consumers can opt to receive their bills on Whats App and can also view and check their bills month on month.

In its focused approach towards providing exclusive Customer Services to its consumers in Mumbai and to ensure Customer Delight, AEML is planning to roll out below set of services for its consumers in near future: -

- AEML is all set to roll out the First ever Video Contact Centre for its consumers in Mumbai. This feature will help consumers avail all the services of AEML from the comfort of their homes by connecting with an agent virtually. The consumers will be able to set appointments with our Video Contact Centre executives as per their convenience. Consumers will be able to initiate a call through AEML's Mobile App, Website as well as Chatbot Elektra. This feature will ensure that consumers do not have to visit AEML divisional offices physically and will be first of its kind implementation by a utility.
- AEML is all set to go multilingual on its Voice BOT platforms of ALEXA and GOOGLE Assistant. The consumers would be able to avail all the services of AEML at a single voice command. This service will be soon rolled out for consumers in Mumbai
- AEML is also on the verge of rolling out smart metering solution for its consumers in Mumbai post which the consumers would be able to monitor their consumptions and would be able to reduce their bills over a period of time.

An AEML Spokesperson said on the digital services, "The 'Power of Service' is the core belief Adani Electricity on which company operates. We are committed to creating innovative approaches in our operations and services that contribute to improving the quality of customer service. We serve over 3 million consumers in the city of Mumbai and have achieved 99.99% reliability which is one of the highest in the country. Through our continuous advancements, we have also offered a myriad payment option at customer's disposal to ensure minimal hindrance in bill payment."

The future of utilities is moving swiftly towards being contactless. The state-of-the-art technology such as the Chatbot Elektra enable a superior customer experience. The company is also in the advanced stages of installing smart meters, wherein consumers will be able to monitor their usage and take actions to reduce their overall consumption. Adani Electricity is also actively working towards bringing advanced payment kiosks for the

customers, where they can operate the kiosks themselves and avail a range of services such as complaint registration and contacting the video call centre. All these technological transformations are undertaken whilst maintaining uninterrupted power supply to the city of Mumbai.

About Adani Electricity Mumbai Limited (AEML)

Adani Electricity Mumbai Limited, part of the diversified Adani Group, is an integrated business of power generation, transmission, and retail electricity distribution. AEML owns and operates the largest and the most efficient power distribution network in India. AEML serves over 3 million consumers spread across 400 sq. km. in Mumbai and its suburbs meeting close to 2,000 MW of power demand with 99.99% reliability, which is among the highest in the country. AEML provides excellent customer care services with the help of advanced technologies. **For more information, please visit www.adanielectricity.com**

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