CoVID Response
The Operator's perspective

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Multitude Challenges for the Industry

Network
- Sudden surge in network traffic due to Work form Home (WFH) and OTT content viewing
- Adverse impact on Network Maintenance and Expansion due to Lockdown
- Impact on Network Operations Centers (NOC)

Customer Interface
- Shutdown of retail outlets
- Impact on Recharges , New Connections and Mobile Number Portability (MNP) activities
- Shutdown of Call Centers

Operational
- Disruption in Supply Chain– Non-availability of equipment (CPEs and Network Gear)
- Sudden closure of offices leading to delay in timely availability of support functions

OUR TIME IS NOW

Industry Preparedness

OUR
TIME IS
NOW

Network

- Special exemption sought from Government for movement of critical staff during lockdown

- Support sought from OTT providers to downgrade quality on mobile networks

- Network Optimization to meet the new traffic demands

- Contingency plans devised for Network Operation Centers

Customer Interface

- Focus on Digital modes of Recharges

- WFH for keeping Customer Services Operational

- Digital platforms for resolving customer complaints

- Strengthening of IVR to address subscriber grievances

Operational

- WFH for entire staff as business continuity plan

- Ensuring no interruption in critical work and functions by identifying and protecting the critical personnel to deliver essential services

Support from Government

Support for Movement of Telecom Personnel during Lockdown:-

- Ministry of Home Affairs / Department of Telecommunications recognized as an essential service

- Allowed Telecom Service Providers (TSPs) to deploy manpower to carry out maintenance in the field even during strict lockdown

- Department of Telecommunications communicated to State administration to allow the movement of Telecom Staff

- Special War Rooms were set-up by Telecom Enforcement Resource and Monitoring (TERM) Cells

Relaxation in Work from Home policy enabled corporate to continue with their operations.

Support to Government

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COVID-19 tracing and containment

- Supported various Government initiatives for Contact Tracing, geo-fencing for tracing and containing the spread of COVID-19.

Creating Awareness

- Collaborated with Department of Telecommunications in disseminating awareness messages to public through Common Alerting Protocol (CAP) platform.
- Millions of awareness SMSs were disseminated free of cost.
- COVID-19 awareness caller tune has been activated on numbers.

Airtel Initiatives

Customer Centric

Network Centric

Airtel's Customer Centric Initiatives

Customer Centric

Network Centric

Accelerating digital modes

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- Driving awareness & encouraging digital savvy customers to recharge online

- Educating data using customers to recharge online by simplified journeys and training videos

- Incentivize users to recharge for others

- Ramped up our physical recharge points such as grocery and pharma stores, bank ATMs, post offices etc.

- Tying up with partners such as Uber, Ola, Shop101 etc for utilizing their agents to act as micro-entrepreneurs to recharge for others

Digital recharges moved from 35% online to 70% online in a span of ten days

Continuity of services to under-privileged

- Imposition of lockdown on 24th March 2020 impacted millions of migrant workers

- Extended validity for over 80 million such under-privileged customers

- Credited talk-time of Rs. 10 in the accounts of such customers

- Enabled such customers to remain connected and have access to vital information

Airtel's Network Centric Initiatives
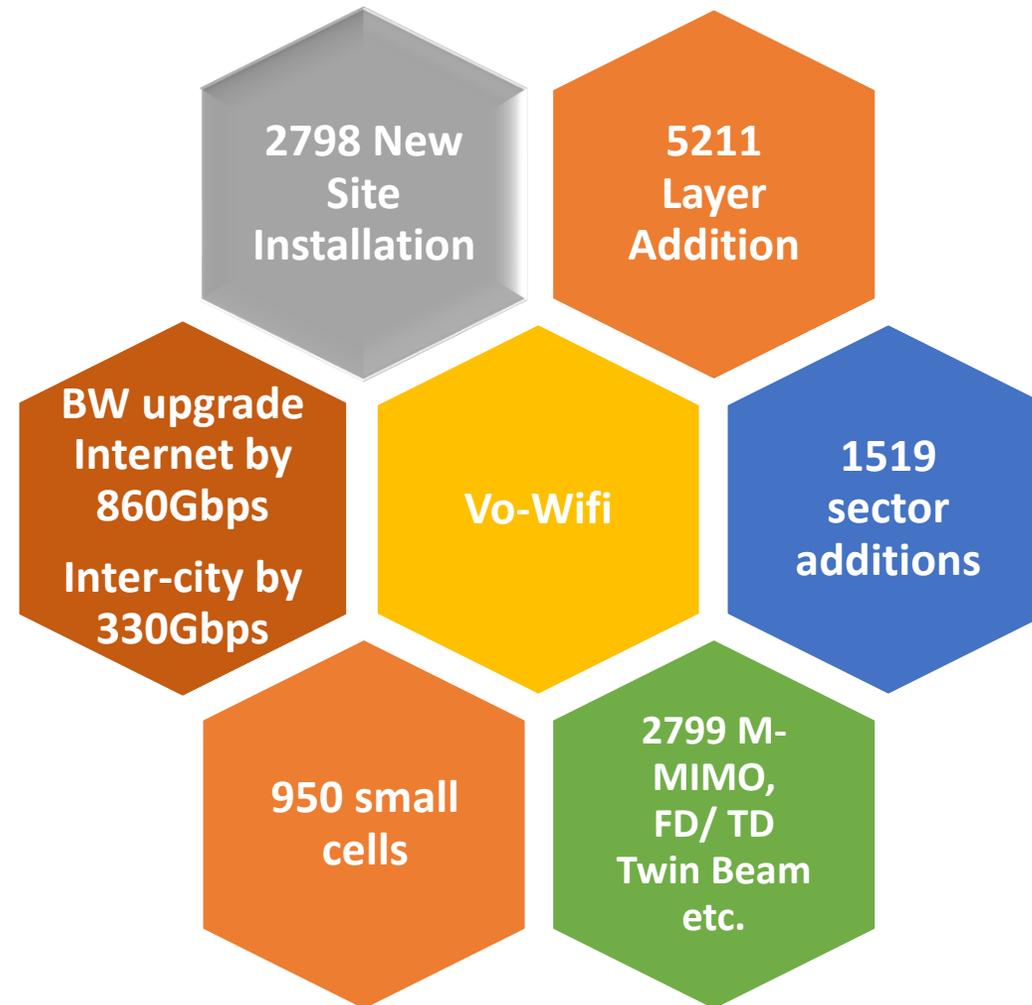

Customer Centric

Network Centric

Sudden Surge in Data Usage

- All corporates including MNCs, IT & BPOs adapted to WFH

- Overall Data usage increased by 15-20%

- Consumption pattern changed from work to home locations post nationwide lockdown

- Several cells with surge in data traffic by more than 50%

Network Optimization

Support from OTT Video Apps

- Requested OTT Video Apps to optimize their throughput to rationalize on bandwidth requirement

- Helped in coping with the increased bandwidth requirement

Virtual Operations

- Before the lockdown was announced, Airtel scaled up virtual access across employees and partners

- Enabled 50,000 VPN, 3,000 Remote Desktop and 16,000 Zoom access was provisioned to enable work from home

- Access was scaled up within a span of four days

- Also able to run and manage our NOCs remotely.

- Only 2% of our NOC workforce was on site and rest were all virtual.

New Normal & Road Ahead

01 Work-From-Home, Tele-education, Tele-medicine will continue to drive consumption. TSPs will be required to **enhance network capacities** to cater to this requirement

Increased demand for fixed broadband connections. TSPs will have to **enhance fixed broadband coverage** to cater to the demand **02**

03 Drive customer recharges and continuity of their services by **promoting Digital** means. Consumer education would be paramount.

Enabling **contactless delivery of SIM**. Support required from Department of Telecommunications in setting the norms **04**

05 Due engagement with handset vendors for **enabling Vo-Wifi in all handsets** to improve indoor connectivity in homes

Thank You