

3.5 Customer Relations
3.5.1 Customer Satisfaction Measurement

"Throughout the assessment according to Indian financial year: FY2023 of the questionnaire is FY2023-24 (FY24), FY2022 of the questionnaire is FY2022-23 (FY23) and so on."

Customer Relationship Management 3.5.1	Category	Methodology	What was your target for FY 2023**?	FY23**	FY22	FY21	FY20	Public Document Name	Web Link
	Satisfaction Measurement	Percentage of satisfied customers /tenants	99	96.9	99	99	96	Annual reports 105AnnualReport-2023-24: Pg 35, 285	https://www.tatapower.com/content/dam/tatapoweraem/sites/program/tatapower/pdf-root/company-financials/annual-reports/105AnnualReport-2023-24.pdf
	Data Coverage	Percentage Of Customers		0.59	0.004	0.47	0.46		

****FY23 data is for Avg CSAT for Mumbai, Delhi and Ajmer Region.**
Other Entities : TPWODL has CSAT of 96%
TPNODL has CSAT of 83.29%.

Customer Relationship Management
 At Tata Power we are driven by our endeavour to earn the affection of our customers by delivering superior value and enriched experience thereby making them our ambassadors. We have also adopted a 3D approach to ensure that we incorporate Tata Power's 'Customer Promise', which is communicated through our Corporate Customer Service Policy. This resonates with our commitment to continuously exceed customer expectations and be the most admired organization in the Power Industry.

Effective Relationship Management is crucial to ensure customer satisfaction. Depending on the nature of operations, geographies and segment business entities have undertaken various initiatives for building and managing customer relationship.

Engagement touchpoints and initiatives
 We have several brick-and-mortar/in-person and digital touchpoints which include :

- Customer Portal
- Mobile Application
- Social Media Platforms (Twitter, Facebook, Instagram, WhatsApp, LinkedIn)
- Introduction of webchat-integrated chat bot
- Newsletters and press releases
- Personalised communication with HRB consumers through Key Account Managers
- Camps at various C&I premises and residential societies to promote digital literacy and green tariff.

Customer Satisfaction Measurement

As we grow in our journey, it is only imperative that we enrich our understanding on the needs of our customers and provide them with an experience which enables a fond recall of the Tata Power brand.

Customer Satisfaction, Dissatisfaction and Engagement are crucial factors for us . Customer satisfaction, dissatisfaction and engagement are assessed both formally through Customer Satisfaction Survey and Post transaction feedback and informally through Customer Meets / Interaction as part of VoC process.

We conduct Customer Satisfaction Surveys with segment specific questionnaires either through an independent agency or through internal resources. Before conducting the C-SAT Survey, Focused Group Discussions (FGDs) are conducted with a sample customer base to identify the major engagement, satisfaction and dissatisfaction factors. Additionally, for the distribution business, the external survey also captures customer perception towards the company's image and provides an insight about customer loyalty along with comparison with other utilities.

The C-Sat report is presented to the SLT and thereafter shared with workforce and process owners. Action planning workshops are conducted with process owners to address concern areas arising from the survey findings and action plans are drawn up for implementation across the businesses. There are regular reviews by SLT / functional heads and concerned process owners