

# Bot-Boosted Savings:

## Tata Play's Cost Reduction Journey While Delivering Amazing Support via WhatsApp

“Tata Play, India's leading DTH service provider, saw a 40% reduction in the cost of resolution after integrating AI-enabled Bot on WhatsApp as the primary channel to engage and communicate with their customers.



### OVERVIEW

Tata Play (formerly known as Tata Sky), launched in 2006, was the first to provide products and services that redefined subscribers viewing experience in India. They soon became India's leading content distribution platform with the objective to provide the best content in the world on any budget, any screen, anytime and anywhere.

They are the leading DTH (direct-to-home) Service Providers in India with a 31.61% market share, providing services across 400,000 towns with a subscriber base of over 19 million in India.

Tata Play has invested in pioneering digital infrastructure and partnered with global leaders to provide outstanding technology.

**1 Million + customers** served via WhatsApp per month.

**5 Million+ requests** for standard query and troubleshooting.

**20% deflection** to WhatsApp for queries from other mediums.

### CHALLENGE

Tata Play wanted to decrease the number of calls its customer care centers receive about standard requests or issues. Enabling customer engagement over a digital medium like WhatsApp would augment their traditional support channels.

They wanted to provide quick, seamless and rapid resolution to their customers over a medium that is accessible to everyone and from everywhere. They also wanted to stay ahead of the curve in the industry by using a combination of AI and WhatsApp to engage with their customers to achieve customer delight.



## APPROACH

To accomplish these goals, Tata Play integrated WhatsApp into their customer service with the help of Simplify360, an omnichannel digital customer service platform. The WhatsApp channel was the first channel on TataPlay to have an AI Bot that was connected to their backend systems to perform tasks end to end. Customers can now add a channel, deactivate their pack by using simple commands on WhatsApp.



Before WhatsApp, Tata Play had been using email and phone to resolve customer-care queries and issues including - package upgrades, new requests and complaints. After the successful integration of WhatsApp through Simplify360, Tata Play saw a significant rise in the number of customers opting to use WhatsApp rather than other channels.

This channel was also interesting as it allowed TataPlay to initiate a conversation. For example, when the package was expiring, the BOT would inform the user and engage with them to activate their packages.

The company built trust and a deeper bond with the customers, just by becoming more accessible. They could respond to queries regarding their services, add or remove channels, and update their subscriptions through WhatsApp with zero waiting time. By automating responses on WhatsApp through Simplify360, Tata Play increased their First Response Time significantly and has redirected most customer calls into WhatsApp messages as it is more efficient and effective in resolving customer queries.

## RESULTS

After integrating with WhatsApp across all their platforms, they have noted significant results:

- **Tickets Handled on WhatsApp**  
Over 1 Million customers served via WhatsApp per month.
- **Bot-based Scenarios**  
Over 60 BOT-based scenarios active today. With IPL days being the busiest for the bot.
- **Standard Queries & Requests**  
5 Million+ requests for standard query and troubleshooting requests.
- **Ticket Deflection**  
20% deflection to WhatsApp for package-related queries from other mediums.

## TESTIMONIAL

“The entire business of Tata Play is built around customer delight. As technology evolved and newer channels of customer engagement emerged, it became crucial for us to develop an omni-channel customer engagement mechanism. We found an able and committed partner in Simplify 360, who worked with us to develop real-time listening, integrated the multiple channels into a singular customer redressal interface and improved our first response time by integrating WhatsApp as a communication channel in our customer service. Kudos to the team for understanding the business philosophy and working proactively to help refine the customer service mechanism at Tata Play.”

**Dwarka Srinath**

CIO, Tata Play