

Jio's widest network helps IPPB to serve rural customers more efficiently



#BusinessOnJio

01 ABOUT INDIA POST PAYMENTS BANK

India Post Payments Bank (IPPB) is a public sector payments bank operated by the Indian Post. Stared in 2018, the bank serves 4.0 crore customers nationwide.

IPPB offers customers an integrated suite of core banking services to support savings and current accounts, payments, money transfer, direct benefit transfers, bill and utility payments, and enterprise and merchant payments all on digital platforms.

Setting up a brand-new, digitally-focused bank is not an easy. Right from the beginning, IPPB needed to think long term and create a banking ecosystem that was both cost effective to run and scalable over the years.

It has 10,000+ branches, most of them operational in rural areas. IPPB being a new age bank, aims at digitising of processes for higher productivity and customer delight. IPPB has a software for their Sales Force to open new accounts. This software is accessed through phones and tabs.

CHALLENGES

IPPB required a reliable data connectivity for these mobile phones and tabs. But they faced following challenges -

- Majority of their customers were in remote areas where connectivity is often an issue
- There was need of better customer service and problem resolution mechanism
- Real-time operational support was missing



03 SOLUTION BY JIO

Jio being the largest 4G network service, covering the length and breadth of India, was the first choice for IPPB as their connectivity partner.

The solution offered included the following -

- 80,000 4G mobile service connections across India managed from single point of contact – Delhi
- Quick and personalised service from single location (Delhi)
- Green channel operational assistance
- Dedicated manpower and special escalation matrix

Apart from the above solution, Jio also ensured superlative service experience by creating

- A task force for day-to-day operational issues to offer quick resolutions
- Proactive monitoring of network ahead of sales campaigns/ sale drive/ customer meets



04 BENEFITS

- **More Business** - Fast and uninterrupted internet connectivity helped customer to open more accounts in less time
- **Wider Reach** - Good network coverage in remote parts helped customer explore untapped market
- **Enhanced Customer Experience** - Fast and seamless transactions with high-speed and reliable internet
- **Higher Productivity** – Quick resolution on operational issues ensuring higher uptime and productivity
- **Cost Savings** – Flat, competitive pricing and customised plans enabling cost savings

05 CUSTOMER SPEAK

“As you are aware, that our organization transferred financial benefits of \$54 million through 2.1 million transactions, mostly in rural and unbanked areas in the first month of lockdown. This becomes possible because of your prompt operational support on SIM services like Deactivation/ Re-activation/ SIM swap irrespective of time i.e. be it night, weekend or any odd hours. We hope to receive the same level of zeal and seamless support in future.”

Navneet Singh Rawat

Senior Manger
Network and Infrastructure Administration (IPPB)