TRANSFORMATIVE IoT
BEYOND CONNECTIVITY

Making Field Operations Nimbler and More Efficient with Digital Technologies

AIRTEL'S WORKFORCE MANAGEMENT APPLICATION HAS HELPED ITS FIELD STAFF BOOST PRODUCTIVITY WHICH HAS LED TO IMPROVED CUSTOMER EXPERIENCE

Bharti Airtel ("Airtel"), which ranks amongst the top three mobile operators globally, has been able to boost the performance of its field staff through the "Airtel Work" app - its workforce management application. Developed in-house by Airtel's X-Labs engineering team as part of the company's digital transformation journey, Airtel Work app enables Airtel's field staff and contractors to do their daily jobs much faster and more efficiently by leveraging real-time information.

With a fully omni channel experience that allows administrators to control everything from creating new workflow to designing new screens for mobile and web , Airtel Work gives the operator real-time visibility of its operations, while enabling managers to stay connected with their staff in the field and optimise the use of resources. It can be configured to automatically assign field service agents to tasks based on their proximity to customers and their skill-sets using various algorithms and rules, without any manual intervention.

This has resulted is cutting down the time required for maintenance and repair tasks from days to hours, according to Airtel. It also means that cost leakages get plugged but more importantly a much faster resolution mechanism has led to a significant improvement in customer experience.

For example, Airtel is using Airtel Work to ensure that all the active equipment necessary for the installation or repair of a mobile network site is delivered from the warehouse to the site or vice-versa. Integrated with Airtel's enterprise resource planning (ERP) system, Airtel Work can be used to place

"a move order" to authorise the movement of inventory from a warehouse. The engineers can then use the app to manage the end-to-end delivery process and generate a Challan Delivery document, which is a legal requirement in India.

Moreover, all of Airtel's supply vehicles now use the Airtel Work app to support the delivery of materials. The app captures the latitude and longtitude of the driver's mobile device to show their live location, and enables them to log status information, such as a breakdown, arrival onsite, and the completion of a delivery. The app's geo-fencing capabilities can also ensure a field service engineer is working in the correct location and can be used to support address verification, site deployment, and material delivery processes.

To help Airtel manage its human resources, all field staff are required to log their attendance in Airtel Work by taking a "selfie" photograph on their phone's camera (a personal head-shot). During the logging of this photograph, the system is able to capture other relevant information, along with the user's location.

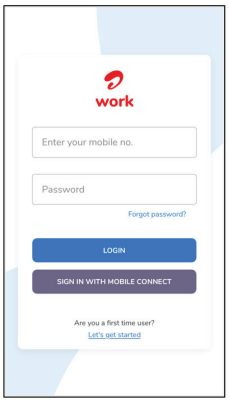
SCALING AIRTEL WORK ACROSS AIRTEL'S OPERATIONS

Airtel has integrated Airtel Work with its lead management system, its order entry system, its order manager system and its customer relationship management system, as well as its ERP software. As a result, Airtel Work can enable Airtel executives to see all prospective business customers (and their profile information) within a radius of 5km on a map. This data can be filtered down using various criteria.

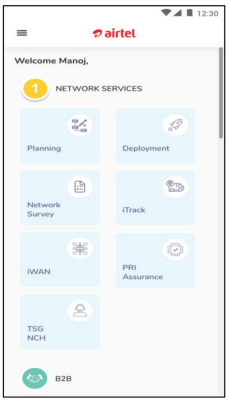
Designed to manage any resources being used beyond the company's premises, the Airtel Work application is now employed across many of Airtel's lines of business, such as DTH (direct-to-home), Telemedia (Landline & Broadband), Network, Mobility, Enterprise Business, Consumer Business and Supply Chain Management. Airtel says Airtel Work's scalable architecture means field service engineers across the group can now use a single app to complete a wide range of processes and tasks, such as attendance & rostering, lead management, acquisition, service request, installation, collections and material tracking.

Prior to the implementation of Airtel Work, many field staff were effectively working offline, and using SMS messages to update Airtel's managers and administrators. As a result, the operator (and its customers) had no visibility of the status

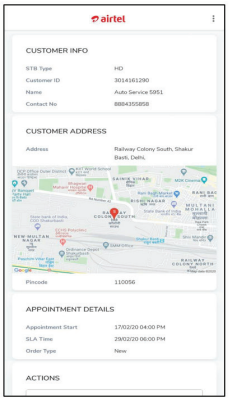
Airtel Work– Screen Shots (Mobile App)



App - Login



App – Landing Page

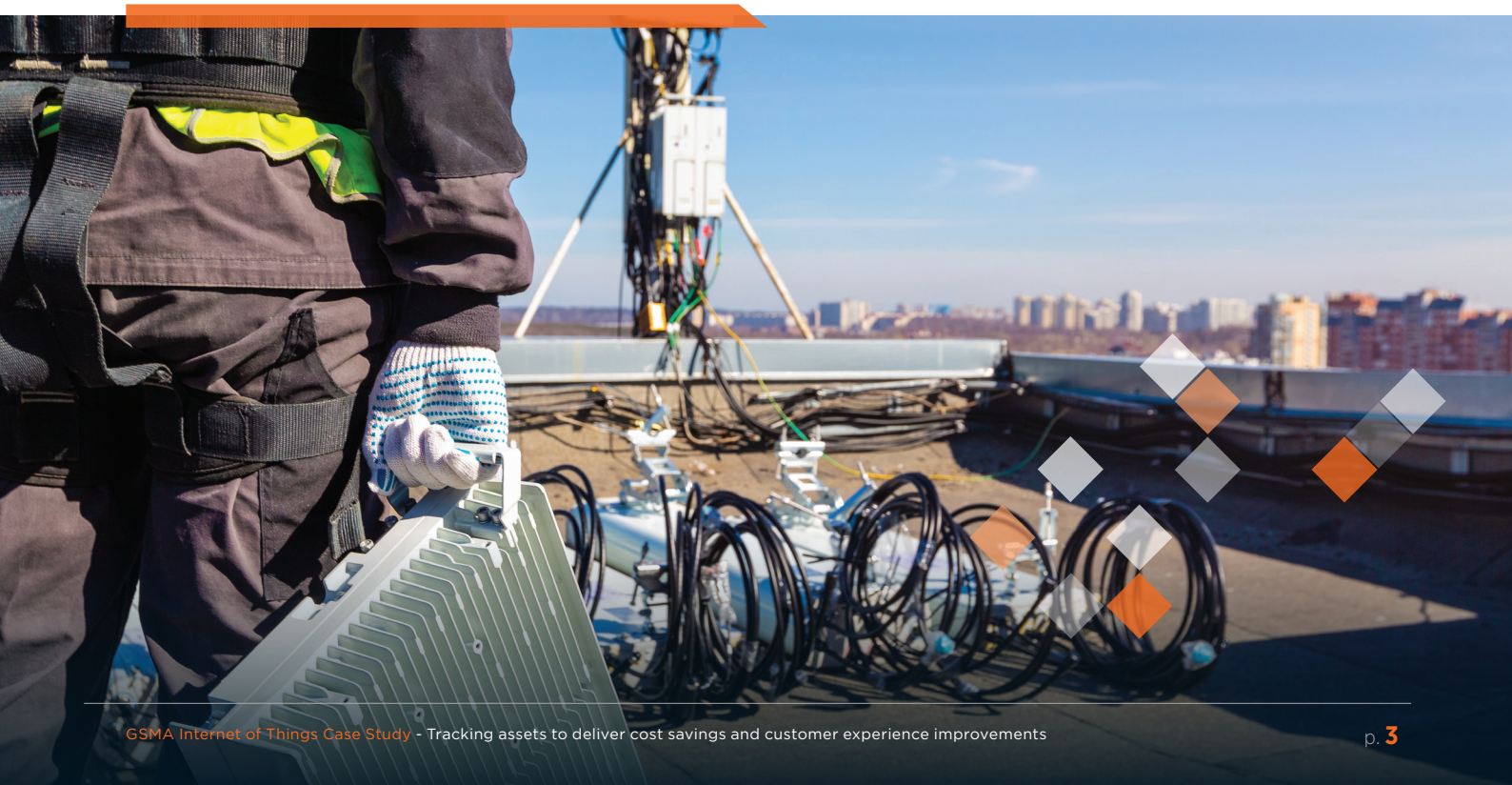


App - Task Details

of a particular task until the field service engineer reported back.

Before the adoption of the Airtel Work app, once the engineer had closed the task, a back office team would call the customer to confirm the task had successfully been completed by the engineer. This process was required to ensure customer satisfaction. With Airtel Work, Airtel has introduced a "Happy Code", which is automatically sent to the customer asking whether they are satisfied with the quality of the engineer's work. The result is shared with the engineer prior to the closure of the job.

Since it started using Airtel Work in August 2015, Airtel has managed to bring down the number of customer calls to its call center by 50%, a clear indicator of imprived customer satisfaction. The app has also removed the need for Airtel to employ dispatchers (back-office support executives), whose job it was to assign tickets to engineers on the basis of available capacity. Airtel estimates that the Airtel Work platform has saved it US$181 million a year in staffing costs. It plans to make Airtel Work available to its enterprise customers before the end of 2020.



About the GSMA

The GSMA represents the interests of mobile operators worldwide, uniting more than 750 operators and nearly 400 companies in the broader mobile ecosystem, including handset and device makers, software companies, equipment providers and internet companies, as well as organisations in adjacent industry sectors. The GSMA also produces the industry-leading MWC events held annually in Barcelona, Los Angeles and Shanghai, as well as the Mobile 360 Series of regional conferences.

For more information, please visit the GSMA corporate website at www.gsma.com.

Follow the GSMA on Twitter: @GSMA.

About the GSMA Beyond Connectivity campaign

Delivering seamless IoT connectivity has been a crucial element in helping operators to launch new services such as low power wide area (LPWA) networks, using NB-IoT and LTE-M technologies and create added value and sustainable growth. Now leading IoT operators are building on this and their reputation as trusted industry partners by delivering value added services beyond connectivity.

These end-to-end solutions include services across big data, machine learning, analytics, edge computing and distributed ledger technologies. They are delivering substantial benefits to customers such as increased productivity, reduced costs and automated business processes as well as driving innovative new products and services, new lines of business and new business models.

Services beyond connectivity are transforming businesses and industries.

www.gsma.com/BeyondConnectivity

About Airtel

Bharti Airtel Limited ("Airtel") is a leading global telecommunications company with operations in 18 countries across Asia and Africa. Headquartered in New Delhi, India, the company ranks amongst the top 3 mobile service providers globally in terms of subscribers.

In India, the company's product offerings include 2G, 3G and 4G wireless services, mobile commerce, fixed line services, high speed home broadband, DTH, enterprise services including national & international long distance services to carriers. In the rest of the geographies, it offers 2G, 3G, 4G wireless services and mobile commerce.

Bharti Airtel had over 418 million customers across its operations at the end of December 2019.

To know more please visit www.airtel.com