IBM

Bharat Petroleum Corporation Limited bolsters customer satisfaction with Web-based, real-time information.

"With the IBM system, our customers can view invoices and monitor product availability whenever they need to. Conversely, our employees spend less time on the phone and can better focus on the task at hand."

—A.K. Kaushik, deputy general manager IT, BPCL

Bharat Petroleum Corporation Limited (BPCL) offers a diverse range of products, including petrochemicals, solvents, aircraft fuel and specialty lubricants. To market and sell these products, the company relies on a wide network of petrol stations, kerosene dealers, liquefied petroleum gas (LPG) distributors and lube shops. It also supplies fuel directly to several airlines and hundreds of other industries.

Challenge

As a petroleum producer in India, BPCL serves many large customers, from consumer gas stations to major airlines. Because BPCL's products are crucial to its customers, they constantly keep tabs on account details, product availability and order statuses. But like many of its competitors, BPCL typically provided this information over the phone, requiring employees to constantly sort through customer files. This process was often time-consuming for customers who were waiting for critical information. To improve the availability of information to its customers, BPCL needed to change the way it disseminated information.

Solution

By leveraging IBM WebSphere software, BPCL has transformed customer interactions and become the first petroleum producer in India to offer critical business information in real time via the Web. Integrated with the company's back-end enterprise resource planning (ERP) system, secure Web-based applications allow customers to monitor account activity, shipment statuses and product availability. The new solution has also enabled an online billing functionality which reduces phone calls from customers and improves the efficiency of the payment process.

Benefits

- Customer satisfaction survey improves by 50% after implementation.

- Web-based system provides critical information to customers 24x7

- Online billing functionality reduces instances of late customer payments

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