

VODAFONE IDEA IS GOING THE EXTRA MILE TO SERVE CUSTOMERS IN WEST BENGAL DURING THE COVID PANDEMIC

- **Braving challenges to attend to customers, service requests and restore faults**
- **Caring for senior citizen by proactively reaching out to check on service concerns**

Kolkata, April 24, 2020: During the current lockdown due to Corona pandemic, connectivity is the most important service for people to connect with their loved ones and work from home. Vodafone Idea is committed to keep its **26.19** mn customers in West Bengal connected during the lockdown. Vodafone Idea engineers have been working tirelessly over the past weeks to support customers in West Bengal stay safe at home by ensuring Vodafone Idea's 4G+ network availability.

VIL has put in place a Business Continuity Plan to ensure that customers who reach out to call centres continue to be served despite a large segment of these service personnel working from home. E.g. Sumitra, a customer service agent from Kolkata now attends to customer calls from the safety of her home in between taking care of her bed ridden parents, managing cooking and house work. She is happy to be able to balance her work and home responsibilities efficiently.

Senior citizens are a vulnerable lot in the lockdown scenario and to enable easy service access for these customers, VIL has created a service model whereby direct numbers of agents have been shared with the entire senior citizen base via sms. VIL customer service teams are also calling senior citizens proactively check if they have any concerns that need attention. Additionally, senior citizens are being sent recorded voice messages mentioning the precautionary measures pertaining to COVID-19, along with a contact number that will enable direct access to an agent for service support.

There are multiple examples of Vodafone Idea employees and service associates across cities and towns in West Bengal who have braved the odds to serve customers. Their reward has been the grateful acknowledgements and effusive appreciation from Customers for going beyond the call of duty to serve and assist when help was needed the most!

With retail outlets being non-operational during the lockdown, Vodafone Idea is helping its 2G customers using feature phones, to access Quick Recharge through SMS and Missed call. Customers can also make use of their nearest Bank ATM to recharge their phones.

Vodafone Idea customer service teams are creating awareness among customers on accessing and taking the benefit of digital platforms through video links, GIFs, docketts that explain the process for undertaking recharge and effecting bill payments. Recharge process details are also being communicated via my Vodafone app, my Idea app and enabled via digital wallets. Pre-paid customers can also undertake recharges through their nearest Bank ATM. Additionally, Vodafone Idea is requesting digital savvy customers to #RechargeforGood and help their friends, relatives and neighbors who are not familiar with digital platforms.

Meanwhile, Vodafone Idea has organized temporary stay arrangement at data center locations, made food and groceries available at critical locations and has been providing vehicle on duty to facilitate movement of technical staff to sites.

VIL Network engineers are working in the field with utmost care by following the social distancing protocols.



About Vodafone Idea Limited

Vodafone Idea Limited is an Aditya Birla Group and Vodafone Group partnership. It is India's leading telecom service provider. The Company provides pan India Voice and Data services across 2G, 3G and 4G platform. With the large spectrum portfolio to support the growing demand for data and voice, the company is committed to deliver delightful customer experiences and contribute towards creating a truly 'Digital India' by enabling millions of citizens to connect and build a better tomorrow. The Company is developing infrastructure to introduce newer and smarter technologies, making both retail and enterprise customers future ready with innovative offerings, conveniently accessible through an ecosystem of digital channels as well as extensive on-ground presence. The Company is listed on National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) in India.

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