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Transforming Customer Experience Through Real-Time ORM

protean at a glance

Powering India's Largest Government-Backed Digital Ecosystems

Pioneer & Builder of India's largest Digital Public Infrastructure for 27+ years

Chosen & backed by Regulators as their partner to provide Citizen Focused eGovernance Services

Run some of the country's most trusted & heavily used eGovernance Solutions

Our e-Governance Services



nps national pension system #Zaruri Hai

Atal Pension Yojana

UPS Unified Pension Scheme — Assured Payout for Government Employees

Tax Modernization Services

- PAN cards
- TIN Network

Social Security & Welfare

- CRA for NPS
- CRA for APY

Why is this case Disruptive

Shifted Perception: Changed Indian citizens' view of e-governance from slow/rigid to best-in-class brands, delivering consistent customer support to the citizens of India.

Boosted Efficiency with Gen AI: Integrated Gen AI to increase efficiency and enhance empathy, cutting response times from 4 hours to 30 minutes.

Established a Rapid-Response Hub: Created a War Room like environment for urgent query ownership, measured by zero SLA breaches, achieved with teams coordination and streamlined workflows.

Upgraded ORM: Turned ORM into upcoming revenue/intelligence hub, supporting revenue-generation and sharing actionable business insights.

Established Benchmarks: Set trust-speed-impact standards, bringing best in class service to e-Governance solutions.

Where We Started: The Overwhelmed Inbox

Query Avalanche - **~15000+ Inquiries** were being handled annually by our 2-member team which led to delayed prioritization.

Glacial Response Times: Average First Response Time **(FRT) hit 4 hours** turning into citizen agony.

Negative Sentiment Tsunamis: Negative spikes erupted, fueling frustration across social channels resulting in Sentiment Score drop to **0.2.**

Prolonged Closures: Resolution timelines stretched days or weeks, leaving cases in limbo and amplifying dissatisfaction.

Stakeholder Maze: Juggling dependencies across regulators, and internal teams created bottlenecks, delaying even the most urgent interventions.

The Human Toll: Rising frustration from citizens who felt ignored, risking reputational damage to Protean.

The Turning Point

Growing customer dissatisfaction highlighted the need for immediate action.

Rebuilding trust required a commitment to faster, more reliable support.

Response cycles of more than 4 hours were impacting overall service quality.

Aim: To be the best in class service provider for e=Governance Solutions rivaling leading Indian & Global Players.

Team’s Approach

- Real-time coordination through Centralized War Room like environment.
- Daily huddles and weekly performance audits.
- Follow-up and ownership till closure.
- Strong cross-functional collaboration.
- AI-based tracking and early warning alerts.
- Training team members regularly.
- Clear priority and escalation matrix.
- Creation of vetted response libraries.

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Where We Stand Now

Sentiment scores improved by **3X** (**0.2** → **0.7)** across all channels.

Stakeholder coordination now **proactive**, not reactive.

FRT improved from **4 hours** → **30 minutes** on average.

Seamless handover between customer support, backend teams & regulators.

Real-time monitoring ensures **zero query backlog** by end of day.

Stronger brand **trust** and positive customer conversations.

How We Achieved This

- Initiative 1 - AI-Led ORM Framework
- Initiative 2 - Real-Time Responses Model
- Initiative 3 - ORM as a Revenue-Generation Channel

Initiative 1 : AI-Led ORM

Objective: Improve response quality, reduce manual load, and speed up classification.

What We Implemented:

- AI-powered conversation tagging & routing.
- Automated categorization of PAN/NPS/GST queries.
- Predictive suggestions for replies to improve consistency & accuracy.
- Early detection of high-risk queries to reduce escalations.

Outcome:

- **40%** of total tickets are now being handled by AI, resulted in reduction of manual effort.
- Improved accuracy of AI generated replies from **18% → 65%**

Initiative 2: Real-Time Response War Room like Environment

Objective: Build a war room like environment that responds instantly and improves cross-team coordination.

What We Implemented:

- A central “War Room like environment” led by ORM & customer experience teams.
- Hourly monitoring of priority cases and trending issues.
- Direct coordination with product, ops, and regulator-facing teams.
- Rapid escalation matrix reducing waiting time drastically.

Outcome:

- FRT reduced to **30 minutes** consistently (Day average. During **business hours** it is **~10 mins**)
- **AI Enabled Automated follow-ups** every **48 Hours** ensuring customer obsession**.**
- Streamlined workflows ensuring teams are aligned to provide rapid support.

Challenges → Solutions

- High volume → Generative AI led Bot trained on years of data-sets & nuanced product features
- Operational Bottlenecks → War room like environment & escalation ladders for streamlined internal operations and customer delight
- Tone issues → Moved from Formal, Corporate & Robotic tone to more empathetic, real & human tone

Business Impact

- Fastest customer support – **4 Hours → 30 Minutes (10 Minutes during business hours)**
- Sentiment Score improved from **0.2 → 0.7**
- Growing **positive customer conversations** are directly **boosting** brand **trust and credibility.**

Citizen Appreciation Highlights





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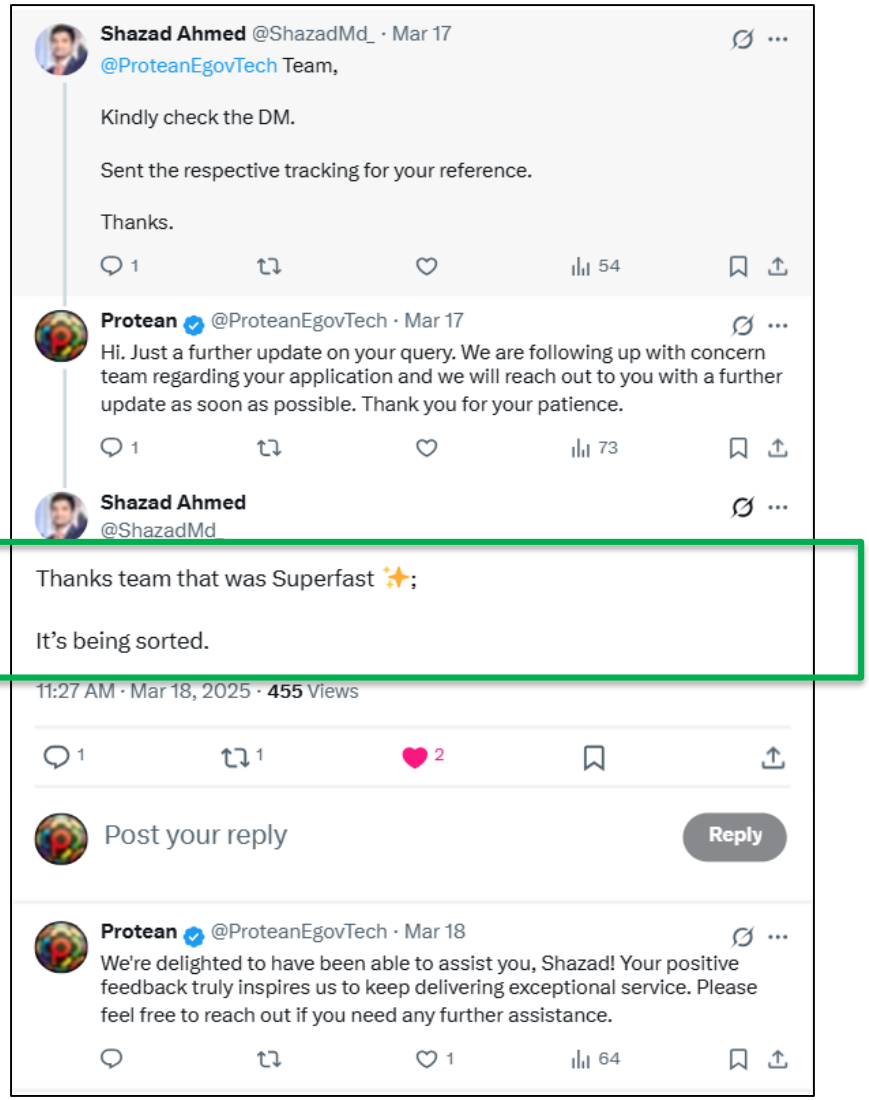
Speed as a differentiator







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Exceeding Industry Service Standards



Rahul JAISWAL @RahulJA17149437 · Mar 19

Thank you so much coprating me for change correction update pan card data yesterday I received my pan card in an Indian post warm regards 😊 😊😊😊😊 @IncomeTaxIndia @ProteanEgovTech @nsdl

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Protean @ProteanEgovTech · Mar 19

Hey @RahulJA17149437, thanks a ton for the shoutout - we love hearing this! So glad your PAN card update went smoothly, and we really appreciate you working with us. Let us know if you need any further support, we're here for you 🙂

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Rahul JAISWAL
@RahulJA17149437

Election commission of India wale bhi aapke jese
Fast process karte to maja hi aa jata but election commission abhi bhi update nahi hua slow process process karte hai
1 voter id card ko correction updated hone
Mea bohot time lagte hai
@ECISVEEP
@SpokespersonECI

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Opportunity-Based Lead Generation



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Thank You

Delivering Trust. Speed. Impact.

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