Announcements

Indian Oil Corporation Limited Achieves Strategic Digital Transformation Milestone with IBM: IndianOil's LPG business, catering to about 130 million consumers across India, goes live on Project ePIC Platform for 12,400 distributors

India, October 29, 2020: Indian Oil Corporation Limited, India's largest downstream marketing company, and IBM have joined together to transform the customer experience for millions of IndianOil customers. Around 12,400 IOCL distributors covering about 130 million consumers can now use the IndianOil One mobile app & portal, developed by IBM Services.

The IndianOil One mobile app & portal are part of IndianOil's Project ePIC, an integrated platform for Customer Relationship Management (CRM) and Distribution Management System (DMS). This platform ensures real-time updates to inventory, orders, invoices, thereby reducing the time to order fulfillment. IndianOil can respond more quickly to customer service requests, including grievances using the platform. The platform also presents a unified customer experience across various access devices such as mobile phones, tablets, and desktops.

"It has been a privilege for IBM to strategically partner with IndianOil on this path-breaking digital transformation journey to build customer experiences in its downstream business operations. Christened 'Project ePIC' (Electronic Platform for IndianOil customers) is the most prominent digital transformation project managed by IBM globally, in terms of its scale, in the C&P industry. We embarked on this journey not merely to deliver this landmark transformation, but also with a larger purpose to provide essential services to millions, making a massive social impact and contribute to nation-building." **Kamal Singhani, Country Managing Partner, Global Business Services, IBM India/South Asia**.

"Project ePIC promises to transform our front office – our crucial interface with our customers and business partners - by infusing 'customer-centricity' as our primary philosophy and take us to the next level in ensuring customer service excellence. This will ensure quick adaption to our business processes to the requirement of esteemed customer". **Mr. Gurmeet Singh, Director, Marketing, IndianOil.**

"Digital transformation is driving the creation of new business models. Avoiding it would only be delaying the inevitable risk of exposing our business to disruption by new players with radically innovative business models. It is, therefore, imperative to digitally transform ourselves to offer superior experiences to our customers, providing them a seamless journey across our company's products and services." **Mr. Sandeep K Gupta, Director, Finance, IndianOil**.

About Indian Oil Corporation Ltd (IOC) -Visit https://www.iocl.com

About IBM India - Visit http://www.ibm.com/in/en/

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