

Illuminating Rural Odisha: Bidyut Seva Kendras Empower Customer-Centricity



TP Central Odisha Distribution Ltd (TPCODL) has embarked on a transformative journey to empower millions of rural residents in the central region of Odisha. By introducing Bidyut Seva Kendras (BSKs) strategically throughout the area, TPCODL has revolutionized the power distribution landscape, providing accessible services to rural communities. This article delves into the profound impact of BSKs, highlighting their role in fostering customer-centricity and driving socioeconomic progress.

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Recognizing the unique challenges faced by rural consumers, TPCODL has prioritized efficient and customer-centric services. BSKs serve as vital touchpoints, ensuring seamless and reliable power supply for even the most remote areas. With over 500 BSKs established across the region, TPCODL has bridged the gap between urban and rural communities, bringing essential services closer to those in need.

BSKs offer a comprehensive range of services, serving as one-stop solutions for all power-related matters. From prompt resolution of power supply complaints to facilitating bill payments and new connection requests, BSKs simplify the consumer experience. By consolidating these services under one roof, TPCODL has made power distribution more accessible and hassle-free for rural residents.

In line with the national vision of a cashless economy, TPCODL actively promotes digital transactions through BSKs. By encouraging consumers to utilize digital payment channels available at these centers, TPCODL enhances convenience and efficiency while reducing reliance on cash transactions. This emphasis on digitalization empowers rural customers and contributes to broader financial inclusion and economic development.

BSKs boast a dedicated team of technically adept service agents who ensure exceptional customer support. With a deep understanding of the challenges faced by rural consumers, these agents address concerns promptly and effectively. Whether assisting senior citizens or resolving

long-pending issues, BSK service agents bridge the gap between consumers and relevant officials, fostering trust and building stronger relationships.

To further enhance service delivery, TPCODL has embraced technological advancements, including the introduction of the FCC Connect app. This innovative mobile application provides an end-to-end solution for complaint management, enabling swift resolution of issues. By streamlining the complaint resolution process, TPCODL ensures timely interventions and improved customer satisfaction.

The impact of BSKs extends beyond reliable power supply and customer service. Access to electricity becomes a catalyst for socioeconomic progress in rural communities. With uninterrupted power supply, small businesses flourish, educational institutions thrive, and healthcare services operate seamlessly. BSKs have facilitated economic empowerment, job creation, and improved living standards, breathing new life into rural Odisha.

In conclusion, BSKs have become pillars of support, addressing consumer needs and fostering stronger relationships between TPCODL and its customers. As electricity illuminates the lives of rural residents, socioeconomic progress unfolds, paving the way for a brighter and more prosperous future for all. TPCODL's commitment to customer-centricity and the transformative power of BSKs exemplify the company's dedication to empowering rural communities in Odisha.



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