

BHARAT PETROLEUM LAUNCHES LPG CYLINDER BOOKING THROUGH WHATSAPP

From today the Bharat Gas LPG customers across the country would be able to book LPG cylinders on WhatsApp. Bharat Petroleum with more than 7.1 crores customers across the country today takes this transformational journey by introducing WhatsApp Business channel to facilitate the Bharatgas cylinder booking for all its customers

This application was launched by Shri Arun Singh, Director (M) digitally from BPCL Corporate Office at Mumbai. While launching this application, Shri Arun Singh, said “ With more than five billion messaging app accounts (WhatsApp, FB messenger, Twitter, Hike etc.) worldwide and a growing fleet of voice assistants (Amazon Alexa, Google Home, Siri etc.), the way we communicate with our customers has changed fundamentally”. “Businesses need to be alert and rethink their communication strategy” he said while complementing the LPG team for this initiative.

Adopting an agile methodology to develop the conversational platform, BPCL will introduce many other features like LPG delivery tracking, creating safety awareness and taking feedback from customers in the days to come.

BPCL’s vision is to build a conversational platform that unifies all customer interactions into a persistent omni-channel conversation. Such a platform will ensure integrated conversation across the existing BPCL digital channels (Smartline, SMS, Email, Facebook) and new channels (Whatsapp, Twitter, Facebook messenger, chatbot on the website, etc.) for customer engagement and customer service powered by Artificial Intelligence (AI). This will enable BPCL to solve customer queries and provide product information by creating a one stop platform for all customer needs related to products information, troubleshooting, and guidance on various services. BPCL distributes cylinders to its customer through 6111 large distributor network. BPCL aims to build conversations with all its stakeholders’ i.e customers, channel partners, etc across its business units through deployment of chatbots using NLP capabilities and AI.

The Process of booking Bharatagas thru WhatsApp is a simple three step process –

- Save the BPCL Smartline number – **1800224344** on your Bharatgas registered mobile number
- Say Hi on WhatsApp to BPCL Smartline Number
- Send “Book” or “1”
- Get Booking confirmation

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