



IndianOil launches new app, portal with IBM

Around 12,400 IndianOil distributors covering about 130 million consumers can now use the app.

Indian Oil Corporation Limited, India's largest downstream marketing company, and IBM have joined together to launch the IndianOil One mobile app and portal.

Around 12,400 IndianOil distributors covering about 130 million consumers can now use the app, developed by IBM Services, to improve the customer experience.

The 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' 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.

"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.