

EXPLORING CESC METAVERSE: **A GLIMPSE INTO THE FUTURE OF CUSTOMER SERVICE**

Dedicated to the core value of RP Sanjeev Goenka Group - “Execution Excellence”, CESC Limited launched a revamped version of its website in August 2022. The revamped website has been made to be device agnostic, has a dedicated Customer zone and a search option for easy navigation.

Recently, CESC launched the CESC Metaverse on its website. CESC is incidentally, the first Indian utility brand to offer Customer services from a Metaverse platform, which is available to all digital devices and is accessible from anywhere in the world.

The [CESC Metaverse](#) platform was launched in September 2023. It is a virtual three-dimensional simulation of CESC’s office experience. CESC Metaverse allows our Consumers to create interesting avatars of themselves by choosing among a range of attires and looks, based on their gender and preferences. The platform can only be accessed after logging in using a one-time password sent to a user’s phone and is thus extremely safe and secure.

CESC offers a range of services on the Metaverse platform such as applying for a new meter for both low-tension and high-tension users, viewing and paying monthly bills, applying for transfer of supply from one Consumer to another, and applying for air conditioner load upgradation. All Consumers paying bills within the due date through the Metaverse platform are eligible for the applicable rebates. These Metaverse-based services aim to save the valuable time of our Consumers and provide them with the flexibility to experience visiting a CESC office from anywhere, at any time.

CESC attaches immense importance to sustainability which is deeply rooted in our business practices for long-term value creation. In upholding our commitment of creating a sustainable future, we have embraced the 4D approach which encompasses digitalization, decarbonisation, decentralization, and disaster management. We aim to phase down fossil fuel consumption and our Metaverse platform is a representation of our pledge in this regard. It is an attempt at reducing the carbon emission generated by our Consumers traveling down to our offices.

The CESC Metaverse platform also has a sustainability corner which is adorned by a garden-like area with serene greenery and waterbodies. It also showcases electric vehicles and EV charging stations, emphasizing the need to switch to electric mobility. Additionally, CESC Metaverse also hosts a gaming zone, which has various engaging online video games for users of all age groups.

With a vision to enhance Customer experience and continue creating innovative digital solutions, CESC Limited is now Metaverse-ready and redefining the way Customer Services are experienced in the utility domain. With several companies such as Microsoft, Facebook, and Google investing heavily in Metaverse technologies, the Metaverse economy is estimated to reach \$1 trillion by 2030. Metaverse can be leveraged in various scenarios in the power distribution domain such as training technicians and providing remote inspections of power grids and thus can play a significant role in improving the efficiency and reliability of power distribution systems.

CESC has always been at the helm of digital innovation and by harnessing the power of Metaverse, CESC Limited is further paving the way for a new era of utility services, where Customer interactions are not just transactions but immersive and memorable experiences.