

## PRESS RELEASE

### **DishTV subscribers befriend ADI**

~DishTV Launches 'Advanced DishTV interface' for customer services~

**12<sup>th</sup> September' 2017, New Delhi:** With an objective to enhance customer experience and offer a user-friendly interface to its valuable customers, DishTV, Asia's largest DTH operator, announced the launch of 'Advanced DishTV interface' (ADI), world's first AI-enabled pay-tv Chatbot. Built for issue redressal and service lifecycle management, ADI provides a virtual interface that acts as a one stop solution window to subscribers, and guides them instantly to address their queries.

ADI is an Omni-channel interface with customer experience as a core tenet, strengthening DishTV's position as an innovator in the DTH space. It can enable quick recharges and answer millions of customer queries across multiple channels instantly. It is designed to process user requests, powered by deep analytics and its artificial intelligence engine. It enhances customer service through personalized and immediate answers that are available 24\*7 and are constantly evolving to become more relevant and accurate for the users. Users converse with ADI in a personal setting, just like they would with family/friends. Hence, providing a landscape to move from personalization to individualization at massive scale, harnessing the power of big data.

Talking about the initiative, **Mr. Anil Dua, Group CEO, DishTV** says, "DishTV has always strived to offer quality services to customers which are in line with the technological advancements. Relevance in the digital age requires connecting with customers across multiple channels while maintaining the information accuracy along with ease of interaction. With the launch of 'ADI', customers can get information on our products and services instantaneously and will be able to recharge, troubleshoot or order a connection on the go. ADI will also encourage those customers who may not be very comfortable navigating the traditional web space. With digital platforms gaining popularity across industries, ADI will enable us to reach out to a wide spectrum of customers, and serve them better with both speed and accuracy."

ADI appears as a pop-up feature on the website and introduces itself as "Adi, your DishTV virtual assistant". One can initiate a conversation by simply entering a message that transforms into rich personalized experience, delivering real-time responses, timely and pertinent to one's DishTV account. It gives solutions to problems concerning recharge offers, current balance, add-on service upgrades, or any other glitches like unsubscribed channel or lost signals or Smart Card related issues. For this, all one needs is an 11-digit VC number or one's registered mobile number, and the rest will be taken care of.

ADI is available on desktop and mobile platforms currently and would soon be available on other platforms like Facebook and Twitter. It is a step towards true engagement with customers that goes beyond mere "clicks", and helps them cut through the clutter to view offerings relevant to them. It also relieves the customers from the effort of calling the customer care or visiting the dealer stores for recharges.

To find out more about DISH TV and ADI, log on to [www.dishtv.in](http://www.dishtv.in)



**About Dish TV India Limited:**

Dish TV is Asia Pacific's largest direct-to-home (DTH) company and part of the Essel Group. Dish TV has on its platform more than 622 channels & services including 39 audio channels and over 66 HD channels & services. Dish TV leverages multiple satellite platforms including NSS-6, Asiasat 5, SES-8 and GSAT-15 which makes its total bandwidth capacity equal 864 MHz, amongst the largest held by any DTH player in the country. The Company has a vast distribution network of over 2,108 distributors & over 290,180 dealers that span across 9,291 towns in the country. Dish TV has thirteen 24\* 7 call centres catering to 11 different languages to take care of subscriber requirement at any point in time. For more information on the company, please visit [www.dishtv.in](http://www.dishtv.in)

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