"We constantly deliver Wow Experiences to our customers"—Mr Kunal Mahupal, CEO Onsitego.

Nikhilrashid: Share details about the inception of Onsitego.

Mr Kunal Mahupal: Onsitego was founded in 2015 with the idea of providing hassle-free and reliable post-purchase services to repair and maintain electronic devices and consumer appliances. We have been based in Mumbai and have a Pan India service with regional offices in key cities. We conceived the idea after observing that the customer experience in India is broken and that there’s an unmet need for quick, easy and reliable after-sales services.

Nikhilrashid: What is your estimation and vision for 2019?

Mr Kunal Mahupal: The company’s vision is to be the most customer-obsessed company in the world, and our mission is to ‘constantly deliver Wow Experiences to customers’.

Nikhilrashid: What are the challenges and gaps faced by consumers in the Extended Warranty segment?

Mr Kunal Mahupal: The service request journey of the end customer is incredibly complex with the involvement of multiple partners and service partners. Apart from deep rooted integration with our retail and service partners, we have also empowered the overall service operations by a number of automation engines and tools. For any repair journey, there is a large number of things which need to go right, for the customer to have a good experience overall. Take any one of these and the service delivery fails. With the help of technology, we have ensured that, at all steps of repair journey, the allocation from I town to another and I owner to another is in real time and not, with traditional intervention. There have been dozens of processes which have seen a transformation via automation, leading to a significant reduction in TAT. The most important of them all, was to empower the service delivery agents using technology.

For example, a pick up executive would have to pick up the broken device and bring it to the regional office for data entry and verification, before dispatching it to the repair center. With the adoption of Lucrative mobile app for field executive, the data entry and validation happens on the go and an execution is empowered to dispatch the device directly to the service center, without bringing it to the regional office. This helped in cutting red tape and removing a significant lag in the logistics process. For smaller cities and towns, with no presence of field assistants, Onsitego operations was empowered with a much lowered integration with various shipment partners. Not only is the shipment request created in a split second from a potential 2-3 days, it also recommends the best shipment partner, based on performance history of partners and geography of the customer.

Nikhilrashid: Why do consumers purchasing new phones face the same old problems of screen damage?

Mr Kunal Mahupal: Screen and displays are fragile components of each device and will always be prone to physical and liquid damage. Repair costs of such a damage can cost up to 40% of the device price.

Nikhilrashid: How consumer’s investment in Extended Warranties and Protection plans proves to be beneficial in the long run?

Mr Kunal Mahupal: Manufacturers usually offer a standard warranty on products which is basically a promise to repair or replace a product within a specified time frame in the event of any manufacturing defect. An extended warranty is a service agreement that helps to increase or extend the period of time. Simply put, if the standard warranty offered by the manufacturer on your new air conditioner is 1 year, you can opt to extend this up to 3 or 4 years by purchasing extended warranty plans for additional years. Extended warranties are offered by service providers other than the manufacturer and consumers are often given the option to include the additional coverage, either at the time of purchase or when the standard warranty is approaching its end date. The manufacturer also does not cover incidental or accidental damages to devices and appliances. Damage protection plans from service providers also protect consumers from such problems, helping them save thousands on repair costs.

Nikhilrashid: What are your future plans?

Mr Kunal Mahupal: We are currently serving a customer base of 4.6 million in India, and adding 3.2 million with consumers on a monthly basis. We work in collaboration with some of the largest online and offline retailers in India like Flipkart, Eazy Sale, Amazon India and Ezone to name a few. Our plans are also available at regional specialty stores like Safari, Cool Blue, Value Plus and Yado.. We have also extended our reach to smaller retailers through our partnerships with leading consumer finance companies like ICICI, Axis, HDFC and Kotak. This year, we are expanding our services with brand warranty services for international brands like Toshiba and Hamilton Beach Toasters. We also recently launched new plans for the ABC, Annual Maintenance Contract for Air Conditioners and Water Purifiers, and Assured Buyback for Slightlyused.

Nikhilrashid: What were the key achievements of Onsitego in Year 2018-19?

Mr Kunal Mahupal: Having established itself in the market for the last three years, Onsitego has gained a strength of 3000 employees across offices Pan India, with a planned annual revenue of over 300 crores for FY 20-21. We also boast of having the highest customer satisfaction (NPS) scores globally in our category.