



भारत संचार निगम लिमिटेड

(भारत संचार का उपकरण)

BHARAT SANCHAR NIGAM LIMITED

(A Govt. of India Enterprise)

हा प्रबंधक (सीएफए)/G.M. (C.F.A)

कार्यालय मुख्य महाप्रबन्धक दूरसंचार/ Office of Chief General Manager

हरियाणा दूरसंचार परिमण्डल/ Haryana Telecom Circle

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BSNL 3G

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BSNL LIVE
2010

To

All SSA Heads

No. CGMT/HR/CFA/Mktg/104/167

Dated at AB the 24.05.2011

Subject: Key performance indicator for the year 2011-12 for Telecom. Circles

One of the key performance indicator for the Circles for the year 2011-12 as fixed by our new CMD is that efforts be made to bring back the customers who have left BSNL by interaction with them personally. This factor can play a pivotal role in increasing our landline and broadband revenue if sincere concrete and meaningful efforts are made at every level in the SSAs. Although, SSAs are taking action in this regard at their own level to bring back the landline and broadband customers. I am giving the following steps that may be taken by the SSAs to obtain more fruitful results in the coming months.:

1. Identifying of landline and broadband connections disconnected either due to non payment or subscriber's request since 1.4.2010. Also get the details of pending bills of the telephones disconnected due to non payment.
2. The above data may be got prepared exchange wise and then segregated Phone Mechanic area wise. The work on the above two points may be completed by 10.6.2011.
3. All the sectional Phone Mechanics may be assigned the duties to contact above customers for restoration of their landline / broadband connections in their areas. The customers may be persuaded by the Phone Mechanics by explaining them the benefits of BSNL Landline over mobile telephone, reliability of BSNL tariff over private operator's tariff, STD on local rates to all landline numbers including those of private operator's landline telephones, assurance of good quality service, SAMADHAN Scheme for broadband customers in case the broadband unpaid bills of the customers were on the higher side. Reliability and speed of BSNL Broadband over other private operator, affordable broadband plan both limited and unlimited to suit all sections of customers.

4. The Phone Mechanic will go to the customers with the details of pending bills in case of DDNP customers and apprise him about the restoration of his telephone even if he makes the payment of pending bills in installments. He can even be authorized to collect payment under proper receipt.
5. In case the customer is not ready to come back to BSNL due to any reason, the Phone Mechanic will collect the telephone instrument from his premises in a appropriate receipt for which he will carry the necessary receipt book for recovery of telephone instrument. In such case, the recovered instrument can be used in some cases in replacement of faulty instruments. The receipt of recovered instrument will also be made over to the TRA Section of the SSA Unit for arranging security refund of the customers which will ultimately lead in improving the BSNL image.
6. The Phone Mechanic will also give his Mobile/WLL No. to such customers for their future requirements of BSNL service.

The SSA can also devise further method keeping in view the local conditions from station to station but action is required to be taken on war footing basis. It is targeted that all disconnected numbers are to be contacted by 31.8.2011 for restoration of their landline and broadband connections by the Phone Mechanic of the area.

It is desired that the progress report in this regard may be submitted fortnightly in a below noted format starting from 15.6.2011 or email ID at mktgcfa@gmail.com or FAX No. 2603155. The 1st report for period ending 1.6.2011 to 15.6.2011 be submitted by 18.6.2011 and thereafter on fortnightly basis as summarized below:

SSA	No. of customers		Total	Customers contacted		Customers restored		Instruments recovered	Outstanding amount collected
	DDNP	Surrendered		DDNP	Surrendered	DDNP	Surrendered		

Detailed information as per Annexure Phone-Mechanic wise may also be attached.

This issues with the approval of CGMT Haryana please.


(K.K. JAIN)
GM(CFA)

Copy to: GM(NFA) C.O.AB for information.

Name of Phone Mechanic: *Tel No.*

S No.	Phone No.	Date of Visit	Name of Subs	Contact No/ Mb No	Reason for Disc.	Whether interested to restore (Y/N)	Remarks

Signature.