

**Circular**

No.2-4/2012-BSNL/TR-CFA(Pt.)

Dated: 9th Nov, 2012.

To

1. The All Heads of Territorial Circles/ Metro Telephone Districts/ Telecom Regions, Bharat Sanchar Nigam Limited.
2. Chief General Manager (ITPC) BSNL, Pune

**Subject: - Policy regarding categorization of Landline customers in to VVIP and VIP category in Billing System and privileges to be allowed to such customers in so far as disconnection due to non-payment of bills is concerned.**

It is noticed that uniform policy/ procedure is not being followed in units regarding categorization of customers in so far as exemption from disconnection or deferment of disconnection on account of nonpayment of dues is concerned.

In order to have a uniform procedure followed in all the SSAs of BSNL Circles across the country in this regard, the **Competent Authority has prescribed the following procedure for categorization of customers as VVIP and VIP and the preferential treatment to be given to such customers for immediate implementation** in all the concerned units of BSNL.

**A. VVIP Category:** - The list of existing customers in CDR system flagged as “VVIP”, should be reviewed by SSA Heads and modified **by 15<sup>th</sup> Dec, 2012** so as to keep only the telephones of dignitaries mentioned in the list of **EXEMPTED Category Telephones as per Para 164-A of P&T Manual Vol. XIV** (copy enclosed) in the category of customers flagged as **VVIP Category**. Other customers if any categorized as “VVIP” should be removed from the “VVIP” flag and categorized appropriately as per succeeding instructions.

The telephones now flagged as VVIP Category should be regularly pursued by SSAs with the concerned paying authorities responsible for making payment of telephone bills of these dignitaries (VVIPs), instead of directly contacting the dignitary concerned. Moreover, “VVIP” category telephones should in no case be disconnected due to non payment, instead the prescribed procedure for pursuing Exempted category telephones (now to be flagged as VVIP category telephones) should be followed.

**B. VIP Category:** - **First step here will be identification of Customer in CDR system as VIP and thereafter treatment to be given to these customers. The process is explained as follows:**

- i. Under the VIP category the customers be identified amongst the Commercially Important Customers **including Telephones of Defence Organization and important Government connections**, which would be given preferential service, and personalized attention. If a Commercially Important Customer gets disconnected, it would lead to loss of potential usage revenue, even though payment is ultimately received, at the same time if outstanding dues are allowed to accumulate and connections are not disconnected, then these may become bad debts. Therefore, the process of categorizing a customer as VIP must be done **under the authority of Head of SSA**, who is responsible for overall revenue performance of the SSA concerned.
- ii. In this regard, the list of existing customers flagged as “VIP”, including the telephones of Defence Authorities should be reviewed by SSA Heads and modified by them as per their assessment of customer profiles. **This one time process must be completed within 30 days from the date of issue of this circular.**

All customers of an SSA categorized as “VIP” in CDR system after the said period shall be deemed to have been approved by the Head of SSA. A list of customers so categorized as “VIP” should be provided to the **Data Centre by 15<sup>th</sup> Dec, 2012** for exclusion from the normal disconnection (dunning) on account of nonpayment of dues by the due date.

- iii. In case any need is felt to include or exclude a particular customer or connection in the VIP category subsequently, the concerned AO (TR) should process the case for approval regarding inclusion or exclusion of the particular customer in/from this list.
- iv. Whenever, a new functionary takes over as Head of SSA the then existing VIP list of customers should be reviewed and approved by the new functionary, immediately after his/her taking over as Head of SSA.
- v. Data Centre (ITPC) should make a monthly report available to SSA Head of the changes made to the list during the month, giving the details of activity including nature of activity (addition/ deletion), date of activity, and login\_id of the user executing/approving the change.

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vi. **The process of disconnection in respect of customers categorized and flagged as “VIP” shall be as follows:**

- a) Data Centre shall provide an outstanding list against VVIP and VIP customers immediately after pay by date of bills to AO (TR) of the SSA. On receipt of the list mentioned above from Data Centre, Telephonic reminder in respect of “VVIP” category cases for payment of outstanding bills should be given only to the paying authority, instead of contacting the Dignitary concerned directly. However in case of “VIP” category cases AO (TR) shall arrange to contact these customers for payment of outstanding bills.
- b) By 35<sup>th</sup> day from the bill date **Total time (Day 0 +35)**, the Data Centre shall ensure Auto Dunning of telephones excluding (i) the telephones of VVIP and VIP Customers, (ii) PCOs, where separate guidelines for disconnection due to nonpayment are already prescribed and (iii) cases of threshold / Credit Limit monitoring.

A list of Customers (including VVIP and VIP customers) excluded from the Auto Dunning shall be sent by the Data Centre to the inbox of AO (TR) for further persuasion for payment, immediately.

- c) **The telephones under VVIP Category (earlier categorized as Exempted Category) should in no case be disconnected due to non-payment; instead, the prescribed procedure for pursuing Exempted Category telephones should be followed.**
- d) In respect of VIP Customers (**including Defence telephones**), AO (TR) shall arrange to contact the customers on phone, or through message (e-mail / SMS / letter) or arrange physical visit to customer's premises/office by a responsible member of staff in consultation with DE concerned, so as to get the payment cleared.
- e) Status of outstanding dues in respect of telephones categorized under VIP category (Including Defence telephones) shall be obtained from Data Centre and submitted by AO (TR) to his controlling officer by 54<sup>th</sup> day, for information, i.e. in advance of Auto Disconnection date (55<sup>th</sup> day) at Data the Centre.

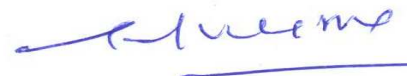
If it is felt necessary to exclude any telephone from the auto disconnection beyond **55 days based on the assurance given by the customer for making payment in a specific period of time (not exceeding seven days)**, the AO (TR) of the SSA shall send a request to Data Centre to exclude the particular telephone from auto disconnection to be effected on 55<sup>th</sup> day from the date of issue of bill. In that case, AO (TR) shall make further efforts to pursue the customer for payment of the outstanding dues of the telephone connection concerned within the permitted extended time requested by the customer.

- f) **All VIP category telephones [including telephones of Defence but excluding the telephones advised for exclusion in terms of the provisions of clause (e) above] against which payment has not been received by 55<sup>th</sup> day from the date of issue of bill should get Auto disconnected at the Data centre on the 55<sup>th</sup> day from the date of bill (day 0+55). The existing instructions of disconnecting telephones of Defence authorities on 60<sup>th</sup> day in case of non-payment are revised. Such telephones may now be disconnected on account of nonpayment of dues on 55<sup>th</sup> day from the bill date, to make the disconnection date uniform in respect of all VIP customers including Defence telephones.**
- g) **AO (TR) of the SSA shall keep a strict watch over receipt of payment in respect of telephones excluded from auto disconnection in terms of para (e) above and ensure issue of disconnection order of such telephones immediately after expiry of the extended period allowed on the request of customer, if the payment is not received by then.**
- h) **Telephones provided to Hon'ble MPs in their official capacity as Member of Parliament shall be governed by the guidelines issued by this office vide letter No.18-2/2012-LOP (BSNL)/Rlgs/TR dated 13-09-2012.**

The categorization of VVIP and VIP customers should be done as per above guidelines and the procedure defined above for realization of outstanding, against such customers, should be meticulously followed. IIPC, Pune shall arrange to make suitable modifications in the CDR system and other billing systems for immediate implementation of the above guidelines and arrange to make available the required information to SSAs as per these guidelines.

**These guidelines may be given wide publicity amongst all the units and staff concerned for strict adherence.**

Encl: As above



(G. P. Verma)  
GM (Finance) CFA

**Copy for information to:**

1. CMD, BSNL.
2. All Directors on BSNL Board.
3. ED (Finance) CO BSNL.
4. GM (Finance) CM/EB/NB/CA/IA, CO BSNL.
5. CS & Sr. GM (Legal), CO BSNL w.r.t. to extract of item No. 150.09 of 150<sup>th</sup> meeting of MC of Board endorsed vide No. BSNL/SECTT/EXTRACT/ADJ.150 MCB/09 DATED 09-11-2012.
6. All IFAs of Territorial Circle/Metro Telephone Districts/Telecom Regions.