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भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)

BHARAT SANCHAR NIGAM LIMITED
(A Government of India Enterprise)

ए. के. गर्ग

निदेशक (एच.आर.)
बी.एस.एन.एल. बोर्ड

A. K. Garg

Director (H.R.)
B.S.N.L. Board

Dear CGMs,

DO No. BSNL/20-7/SR/2011

Dated, the 27th April, 2011

As you are already aware, BSNL has been taking various steps to bring the company on the path of being customer-centric and competitive. To achieve these goals, various efforts are being continuously made and now unions and associations in this direction propose to carry out certain measures, such as celebrating the month of May 2011 as the "**Customer Delight Month**" with the sole objective to enable the Company to compete with other private operators, re-gain its lost market share, increase revenue as well as to make the company a profit earning company. There is no denying the fact that the company cannot re-gain its lost glory only with the efforts of a few individuals. This is, undoubtedly, feasible only with the united efforts of one and all in the company. Some of the salient activities / initiatives to boost the brand image of the company and to convince the customers of efficient services are –

- ❖ All land-line and OFC faults to be cleared on the same day
- ❖ Broad-band and its associated cable faults to be cleared within 48 hours
- ❖ Efforts to achieve minimal fault on BTS / Leased Lines through coordinated efforts of Circles / regions
- ❖ Work orders of new connections / Broadband connections and requests for shifting of telephones to be cleared on the same day
- ❖ To visit subscribers' premises to inform them the art of using GPRS / 3G through demonstration with a view to boost value added services; and also to redress their grievances relating to quality of service, billing etc.
- ❖ Effective steps to prevent migration of customers, especially with reference to MNP
- ❖ Proper upkeep of the batteries and power plant and other infrastructure
- ❖ Identification and disposal of scrap materials so as to utilize the space so vacated
- ❖ Manning of Customer Service Centres from 8.00 AM to 8.00 PM and also on Second Saturday and Sundays, wherever required / feasible
- ❖ To make the general public aware of the initiatives by way of issuing pamphlets, displaying posters / flex boards and also through media.
- ❖ Settlement of old outstanding cases
- ❖ Speedy / on the spot settlement of billing issues and recovery of outstanding dues
- ❖ To bring back our esteemed customers, whose telephones have been got disconnected, through persuasion, interaction at various levels
- ❖ Every employee to make efforts to add at least 2 new customers (land line, Broad band, Mobile etc.) during the month
- ❖ Efforts to minimize electricity / diesel consumption and stress on energy savings activities.

पंजीकृत एवं निगमित कार्यालय : भारत संचार भवन, हरीश चन्द्र माथुर लेन, जनपथ, नई दिल्ली-110001

Regd. & Corporate Office : Bharat Sanchar Bhawan, H.C. Mathur Lane, Janpath, New Delhi-110 001

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2. Though we have been carrying out many of such activities, yet there is a need for enforcing the above activities more efficiently, effectively and pro-actively. Also, these activities would certainly require support and initiatives by all units of SSA / Circle by way of supervision, empowerment of customer service centres, planning etc., which would help in sustenance of customer services over a greater period of time. You may also carry out weekly review through nodal officers and discuss the issues and their progress with proper MIS data so that the efforts are reflective of the actions ensued.

3. You would appreciate that when all of us once determine to improve our services as well as revenue, nothing can prevent us from achieving so. While taking this opportunity, I would like to request you to extend full cooperation and support to the activities of the unions which are in the best interest of the company.

With best wishes,

Yours sincerely,


(A. K. GARG) 27/4/11

Shri
Chief General Manager,
_____ Telecom Circle,

Copy for info to :

1. PPS to CMD, BSNL
2. Director (CM) / Director (CFA) / ED (CA) – w.r.t. my note no. Dir(HR)/Notes/ 2011/05 dated 11.4.2011.
3. ED (Fin) / ED (CM) / ED (NB), BSNL C.O.
4. All PGMs / Sr GMs / GMs, BSNL C.O.