



राजेश वधवा
निदेशक (सी०एफ०ए०)
Rajesh Wadhwa
Director (CFA)

DO No: Sr. GM (BB)/Misc-09/27/10
Dated 24/03/2011

Dear Shri _____

Subject: Heavy disconnection of Broadband connection.

You may be aware that disconnection of Broadband connections has assumed alarming proportions & a large number of disconnections have happened in last 1-2 years. To motivate such customers to revive their Broadband connection a systematic, methodical, planned drive addressing the genuine concern is required. CGMs may analyze, make suitable plan and implement in a time bound manner in order to bring back the disconnected broadband subscriber in to BSNL fold again.

Following steps are suggested for the same:

- a) To start with, a list of Broadband customers, disconnected during last one year may be prepared, Those numbers where landline is still working and Broadband is disconnected and CPE is still with the customer may be selected initially for further action.
- b) Special team e.g. at calls centre/dedicated in-house team or even sales executive of Project Udaan may be deputed to call all such subscribers. These teams should try to convince the subscribers for restoring his broadband connections. These teams can be considered to be incentivised if need be, for restored connections. For sales executives of Project Udaan, the provision already exists for incentives on regular basis. For others it may be kept as 50% of incentive prescribed for new Broadband connection.
- c) Daily calling rate and total numbers to be called needs to be defined clearly and daily monitoring should be done for this activity at your level till 31/03/2011.
- d) Many disconnections take place due to unanticipated excessive usage by the customers. Following option may be offered to such customers:
 - i. Settlement of disputes under 'Samadhaan Scheme'.

- ii. Offering half yearly & full yearly validity prepaid Broadband Cards to mitigate their fears of excess metering complaint.
- iii. Activating the connection without activation/installation charges.(approved till 31/3/2011).
- iv. Offering applicable freebies up to 31/3/11 under which new broadband customers are being given free Games/Music from M/s Hungama.
- v. Offering Zero fixed monthly charges promotional scheme.(Valid up to 31/3/11).
- vi. Offering new unlimited usage schemes, which have greater benefits.
- vii. Offering new limited Usage schemes, which are economical & have lower per Mb rate.
- viii. Offering new Combo schemes, which have more free calls.

It is expected that with the above mentioned efforts & initiatives from your side a large number of such disconnected cases would get reconnected. I suggest a target of 20% reduction in monthly disconnections may be achieved by March'2011.

With best wishes,

Yours sincerely,



[Rajesh Wadhwa]

Shri _____
Chief General Manager,
_____ Telecom Circle.
Bharat Sanchar Nigam Limited.
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