

Minutes of Meeting held on 21.12.2010 to discuss the Broadband related issues

A meeting was held under chairmanship of Dir (CFA) in the Board Room of BSNL on 21.12.2010 to discuss the ways to accelerate the booking of Broadband connections so as to achieve the target for current financial year. CGM (BBNW), Sr GM (NWP-BB), Sr GM (Fin-CFA), Sr GM (NWP-CFA), Sr GM (NWO-CFA), Sr GM (CS), GM (PDP-CFA), DGM (P3-NOC), DGM (PU), DGM (CS), DGM (BBO), DGM (S&M-CFA) were present in the meeting.

At the outset, Dir (CFA) expressed concern at the slow pace of Broadband connection booking by the field units and asked for some serious efforts on the part of field units and Corporate Office.

Following key observations were made by Dir (CFA) during the deliberations vis a vis various suggestions made for aggressive demand generation of Landline and Broadband for which action is required by concerned unit heads of BSNL Corporate office/ Field units-

1. **15 days free trial period to prospective broadband customers:** - Dir (CFA) desired that we may launch a scheme in which new Broadband customers are provided 15 days free download @ 2 mbps in the circles where there is no congestion complaint. The customer shall have to pay the plan rental charges for the period and should be provided a pop-up intimating expiry of free download period and reversal to his opted plan after 15 days time period. DGM (P3-NOC) was asked to examine feasibility of providing the customers this pop-up.
2. **Waiver of Installation charges:** Installation charges for new Broadband customers may be waived to generate addition demand till March 2011.
3. **Free VAS to new Broadband customers:** - Broadband cell to discuss the issue of providing free VAS for 3 months upto 31.03.2011 to new Broadband registrations with respective VAS vendors and proposal to be implemented.
4. **Security deposit in Installments:** - It was pointed out that the security deposit taken from the Broadband applicants in the first bill regarding Plan security charges and modem security charges is a major deterrent in booking of Broadband connection and Dir (CFA) desired that we may take staggered monthly payment of broadband security deposit in three installments from the customers. Security deposit for New Landline connection shall be taken in one installment only as being done currently.
5. **Incentive scheme to the employees:** - It was pointed out that current incentive scheme of Rs 100/- per Broadband connection has not evoked much response from the field units and the amount needs to be enhanced to encourage the employees to make meaningful contribution in this regard. Dir (CFA) instructed BB cell to approach Management Committee to enhance the incentive amount to Rs 100/- per Broadband connection in urban area and

Rs 200/- per Broadband connection in rural area and increase its duration to March 2011.

6. **All limited plans with upper capping:** - It was pointed out that absence of any upper cap on the billing especially w.r.to plans of lower value creates a sense of insecurity in the mind of Broadband customers opting these plans. Dir (CFA) stated that our plan to reduce per Mb download charges over and above free limit will help in mitigating these fears and desired that the issue needs further deliberation and calculation as the upper cap needs to be carefully finalized such that customers have advantage in choosing unlimited higher plan vis-à-vis limited plans. Broadband cell to further examine it and discuss it further.
7. **Aggressive plans to capture SOHO market being lured by our competitors at present:** Dir (CFA) desired that mid segment tariff plans aimed at small business houses along with reduction in per Mb download charges be finalized at the earliest and approval be sought for them.
8. **Free download from web-sites like Yahoo etc.:** - Sr GM (NWP-CFA) pointed out that the issue of allowing free download from selected sites i.e. Yahoo, Hotmail etc shall have ramifications on P3 and CDR system as IPDR will have to be analyzed in detail and URL corresponding to these sites shall have to be dropped at the time of billing. DGM (P3-NOC) was asked to examine the feasibility of these measures and submit report to carry it forward in corporate office.
9. **Authorizing call center agents to do small works like Password resetting etc:** - Sr GM (CS) and DGM (BBO) were asked to finalize the list of activities to be delegated to call center agents wherein the customers calling the call center shall be able to get these activities accomplished at the call center itself without the need to go to the CSC or Commercial Officer.
10. **Educational contents of MHRD to be made available free of cost:** - It was agreed that such a measure shall increase the sale ability of Broadband. DGM (P3-NOC) and BB cell were instructed to examine its feasibility regarding data hoisting and ensure its download without extra charges and discuss it further with MHRD.
11. **Aggressive marketing on major web server portals** like Goggle, Yahoo, Microsoft.
12. **Using postman, LIC agents, gas vendors, BSNL employees** and family members to generate broadband demand by offering them incentives: Dir (CFA) observed that all these agencies should be approached to become BSNL DSA's so as to tap them for additional demand generation.
13. **Flexi Tariff Plans:** - Dir (CFA) directed that new flexi tariff plans be finalized after ascertaining per minute voice call rates being charged by mobile operators and free call limit allowed by state govt/ central govt and other agencies to their employees in areas where cdr migration has been

completed. Initially we may launch flexi plans of denomination of Rs 500/- Rs 750/- and Rs 1000/-

14. **Marketing by call center agents of BSNL:** - Dir (CFA) directed to chart out action plan for outbound dialing by call center agents of BSNL to Landline customers of BSNL for marketing of Broadband services.