



No. IT/C106-1/CDR project/ 2010-11/

29 Dec. 2011

To

All Heads of SSAs,
BSNL,
TamilNadu Circle.

Sub: Registration of mobile no/email id of landline subscribers in the cdr data base -reg

Ref: 1. ITPC/ CDR project/General/2011-12/Part IV/28 dated 21/12/20112.
2. Our letter No. IT/C106-1/CDR project/ 2010-11/ dated 27/07/2011 (copy available in the intranet)

Kindly refer to the discussions in the Management Meetings (held on 23.7.2011 and 03.12.2011) on the above subject wherein stress was given to update the subscriber contact details viz mobile no. and email ids in the cdr database thereby subscribers will be intimated about the new functionalities like SMS/email alerts for invoice generated, payment acknowledgement, Broadband usage, fault booking and clearance etc. which have been successfully deployed in CDR system. To avail these services, it is necessary that customer must register his/her mobile number and email id with cdr system.

In this connection, it is brought out to the kind attention of SSA Heads that so far only 3.34 lakhs customers have registered with their mobile numbers and 1.02 lakhs customers with e-mail ids. SSA wise details are given in the Annexure I. In the portal <http://10.196.215.54:7777/pls/apex/f?p=204:1:409430316213341> the details of landline subscribers whose mobile/email details are not updated can be viewed.

In this regard, it is requested that efforts may please be made to increase the % of registered mobile numbers and email id with cdr system.

Also, wide publicity of these inbound/out bound services/ features may be given by through press note, news papers/ other electronic media and printing of detail information on 1st page of the landline bills for information of customers to popularize these facilities.

The detailed procedure to collect the mobile number and emailed of the customer is given in the Annexure II. The functionalities available in cdr system are given in Annexure III.

For further details/clarifications, the assistance of Circle IT Wing/L2 Team may be utilised.

General Manager (BP and IT),

O/o CGMT, Chennai-2

Copy to: 1. GM (TR), Circle Office, Chennai-2 – for kind information.

2. Sr.GM., ITPC, Hyderabad – for kind information

SSA	Working_lines	customers having email id	% of customers having email id	Customers having mobile number	% of Customers having mobile number
COIMBATORE	240860	17802	7.39	71117	29.53
CUDDALORE	88154	8747	9.92	15208	17.25
DHARMAPURI	45238	2981	6.59	10379	22.94
ERODE	119366	7461	6.25	33385	27.97
KARAIKUDI	67252	1889	2.81	3455	5.14
KUMBAKONAM	80680	2484	3.08	6267	7.77
MADURAI	146322	9981	6.82	37343	25.52
NAGARCOIL	80785	3101	3.84	8206	10.16
OOTY	30765	1026	3.33	2486	8.08
PONDICHERRY	61116	5868	9.60	12731	20.83
SALEM	140085	6309	4.50	16686	11.91
THANJAVUR	95525	2777	2.91	41176	43.10
TIRUNELVELI	89335	3731	4.18	12895	14.43
TRICHY	177724	13851	7.79	40191	22.61
TUTICORIN	64115	3800	5.93	3982	6.21
VELLORE	112438	7024	6.25	10900	9.69
VIRUDHUNAGAR	49904	3419	6.85	8014	16.06
Total	1689664	102251	6.05	334421	19.79

The mobile number can be collected in several ways from the customer.

1. At bsnl.co.in website home-page customer may click at a banner to register mobile. He has to provide Telephone no, Account No (for authentication), Mobile no and Email Id (optional).

The mobile no after authentication will be updated into his CRM Database and the customer will start receiving the alerts.

2. A Toll free short code 53334 has been made available. BSNL mobile customers can use this number to register his mobile.

- a. To register mobile: Send SMS

REG<space><STD Code-Tel No><space><Billing Account Number>

- b. To register mobile and mailid

REG<space><STD Code-TelNo><space><Billing Acct Number><space><Email Address>

- c. To book a Landline Fault

FLT<space><STD Code-Telephone No>

- d. To book a Broadband Fault

BFT<space><STD Code-Telephone No>

Customer gets back an acknowledgement with docket no.

- e. Bill Enquiry

BILL<space><STD Code-Telephone No>

- f. List Keywords for Interactive commands

LIST

- g. Help on a Keyword

HELP<space><keyword>

Currently the limitation of this service is that it is available for BSNL mobile numbers only.

3. For BSNL and non BSNL mobile numbers, the customer can also register his mobile mobile by sending an SMS to 09404001111. The mobile number will be taken from CLI.

- (a) For Registration of Mobile, Send SMS:

reg<space><LL No>*<account number>

Ex: reg 07712593793*10001361147

- (b) For Registration of mobile no. & Email

ID,Send SMS

reg<space><LLNo>*<acctno>*<email> For example:

reg 07712593793*10001361147*abcd@xyz.com

(c) For Cancellation of both mobile and email address, Send SMS

can <space><LLNo>*<account number> For example :

can 07712593793*10001361147

(d) For Cancellation of Mobile no only, Send SMS

canm <space><LLNo>*<account number>

For example: canm 07712593793*10001361147

4. Customer can also register his mobile from Web Self Care.
5. Customer can call call centre (1500) and give request to register his mobile number and mail id.
6. Customer can give request in our CSC to register the mobile number and email id.

Customer can modify his mobile number by sending another registration request, which will overwrite the previous number. This facility is now available in South and East Zones.

Mobile alerts sent from CDR

CRM

1. Order creation
2. Order completion
3. Casual connection disconnection
4. Customer birthday wishes
5. Fault Docket creation
6. Fault Docket closure

Billing

1. Invoice generated
2. Payment reminder, 2 days before due date (batch)
3. 80% Usage alert (batch)

PMS (Payment System)

1. Payment acknowledgement (real time)

Mobile SMSs are sent to BSNL and non-BSNL mobiles

Interactive SMS Services are provided for:

1. Landline and Broadband Fault booking
2. Bill Enquiry
3. List of Queries
4. Help on a Query