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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)

BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

File No VAS-17/ TRAI-2013

Dated: 04.02.2013

To

1. Chief General Manager
All Telecom Circles
2. Sr. GM (Nodal Centres)
Kolkata/ Pune/ Chandigarh/ Trichy.

Sub: Guidelines for centralised VAS de-activation arrangement

In continuation to guidelines vide No. 200-49/2005-NS (Pt) dated 19-1-2013 on the subject stated above, BSNL has shown the SMS based VAS de-activation processing, using South Zone SIM, to TRAI today. In this regard, it is reiterated that all zones should follow the process strictly as given in the guidelines dated 19-1-2013. Based on discussions in TRAI today, minor improvements are required, which have been incorporated in the process given below:-

1. SMS Channel

- I. Customer will send SMS with key word **STOP** to toll free short code **155223** for deactivation of VAS available to him/ her. Even if, the customer sends blank SMS or a message with any other word to such short code, it is presumed to be a request for de-activation of VAS.
- II. The SMSC will route such messages to a **Zonal VAS server**, already operational under the control of respective Addl. GM (B&CCS).
- III. By getting customer VAS profile from each of the VASPs on daily basis, a combined database of different VAS available to a customer will be maintained in this Zonal server. Addl. GM (Billing) North Zone & DGM (Billing) South Zone will decide jointly the format/ fields required in such data base and other Zones will follow. At a broader level and as an illustration, Customer 'A' has BSNL Tunes from IMI, Jokes from Times Mobile and TV from Apalya, then Information should be stored in the following manner:-

Customer	1	2	3
A	BSNL Tune	Jokes	BSNL TV
	IMI	Times Mobile	Apalya
B	News	Games	BSNL Tune
	One97	Contakt	IMI

- IV. On receipt of SMS from the customer, the Zonal server will pick up sequence number and name of the VAS available to the customer and send a response asking to press number of the VAS, which he/ she wants to de-activate. The message may be like "Please type 1 for BSNL tunes, type 2 for jokes, type 3 for BSNL TV or type 0 for all & send SMS to 155223 for de-activation"
- V. On receipt of option SMS from the customer, the Zonal server will generate a message "***Dear Customer, your request for de-activation of xxxxx (Jokes), serial No. yy(2) has been accepted & will be de-activated within 4 hours. Ref No. xxxx***"
- VI. If a customer sends invalid request (sequence number not applicable to the customer), the Zonal server will generate a error message "***Dear Customer, your request is invalid. Please send again***"
- VII. Once, the request for deactivation of a VAS has been accepted, the customer should have facility to send for deactivation of another VAS without waiting for execution of his/ her first request.
- VIII. Received VAS de-activation requests will be segregated by the Zonal VAS server and be placed in the folder of the respective VASP within it.
- IX. As an interim arrangement, the Zonal VAS server will push the file containing such VAS de-activation requests on hourly basis to the respective VASP system. However, as a final solution, session based integration of the Zonal server with all VASPs will be required to enable firing of de-activation command directly into the system of the respective VASP. For this, following 5 VASPs, which have got maximum share of VAS in BSNL, will be integrated first with a common command structure format from the Zonal VAS server:-
- a. Onmobile
 - b. Triotech
 - c. Handygo
 - d. Times Internet
 - e. Beyond Evolution (Netedge solutions)
- All other VASPs will have to accept the common command format finalised, based on experience with above 5 VASPs. DGM (Billing) South Zone will be the lead zone for this purpose.
- X. In case of interim arrangement, the VASPs will execute VAS de-activation requests and send back (Push) the executed file to the Zonal VAS server within next one hour so as to close the loop. In case of final solution, VASPs' system will execute session based command and send response within 120 seconds so as to close the loop.
- XI. After deactivation of the service, another SMS will be sent from the Zonal server to the customer "***Dear Customer, your VAS has been de-activated. Ref No. xxxxx. Thank you for choosing BSNL***"
- XII. Daily report will be generated from the Zonal VAS server for each of the VASPs indicating total number of De-activation requests received, executed, failed, pending for previous day and also cumulative for the calendar month. In addition, age-wise analysis of pending case and also list of failed/ timeout cases will be provided to enable Zonal VAS team to take it up with the respective VASPs for rectification and prevention else punitive action against the erring VASP will be initiated by Addl. GM (VAS) of the Nodal Center.
- XIII. SMS based VAS de-activation be made live **with immediate effect** and it may be made known to all customers by following measures:-
- a. Bulk SMS promotion stating, "***Dear Customer, If you want to de-activate any Value Added Service, You may type STOP and send to 155223.***"

- b. Update Circle websites/ Corporate website/ VAS Portal to notify, **"Customers can request for deactivation of Value Added Service on their mobile number by typing STOP and sending it to short code 155223."**
 - c. Message, post VAS activation, renewal or MT charging going from the system of VASPs should be revised to state, **"PI type STOP and send to 155223 to deactivate your VAS."**
- XIV. Addl. GM/ DGM in-charge of VAS will coordinate with VASPs to arrange for integration with the Zonal VAS server and will monitor over all implementation & integration. He will be responsible for routine operations like daily health check, back up, compliance to TRAI, action against erring VASPs and other modifications, as & when required.

2. Call Centres Channel

- I. Customers will dial toll free number **155223**, which will be routed to the MSC or TAX having direct connectivity with the Call Center. The MSC or TAX will route it the Call Center on a different trunk group exclusively meant for 155223 calls.
- II. The Call Center will get daily customer VAS database from the Zonal VAS server and use the same to pick up sequence number and name of the VAS available to that customer.
- III. There will be separate IVRS in the Call Center with the following tree:-
- IV. Welcome to BSNL. Please Press 1 for English, HINDI KE LIYE DO DABAYE....
- V. Based on Customer's VAS database in its CRM, IVRS of the Call Center will announce sequence number and name of the VAS available to the customer and ask him/ her to press sequence number of the VAS, which he/ she wants to de-activate. The message may be like **"For de-activation, Please press 1 for BSNL tunes, press 2 for jokes, press 3 for BSNL TV, press 0 for all or press 9 to speak to Customer Service Associate"**
- VI. If the customer does not press any key within 20 seconds, a announcement may be played, **"Sorry, you have not pressed any key, we are connecting you to speak to our Customer Service Associate"**
- VII. If a customer presses wrong/ invalid option, announcement may be played, **"Sorry, you have pressed wrong option, please listen again and press 1 for BSNL tunes, press 2 for jokes, press 3 for BSNL TV, press 0 for all or press 9 to speak to Customer Service Associate"**
- VIII. Based on selection, capture the request of the customer and escalate it to the Zonal VAS server.
- IX. GMs in-charge of WS Call Centers will have to get 155223 opened & routed from all switches to their Call Center, obtain written confirmation from NWO-CM as well as from NWO-CFA groups in the Circle and also coordinate with the Call Center Firms to implement IVR flow and escalation including integration with the Zonal VAS server latest by **10-2-2013**.
- X. The CRM of call centre will escalate such VAS de-activation requests to the Zonal VAS server, which will store these requests in the folder of respective VASP an intermix with requests received through SMS. On receipt of option from the Call Center, the Zonal server will generate a message **"Dear Customer, your request for de-activation of xxxxx (Jokes), serial No. yy(2) has been accepted & will be de-activated within 4 hours. Ref No. xxxx"**
- XI. After deactivation of the service, another SMS will be sent from the Zonal server to the customer **"Dear Customer, your VAS has been de-activated. Ref No. xxxxx. Thank you for choosing BSNL"**

- XII. Addl. GM (VAS) of the CMTS Nodal Centres will coordinate with the Call Centres (BSNL officials as well as with Call Center Service Providers) to ensure required integration.
3. All VASPs will keep transferring daily during night hours incremental database of VAS activations to the Zonal VAS Servers. Above VAS subscription database will also be used by Call Center agents, Circle VAS complaint Nodal officers and others to address VAS complaints.
4. You may kindly ensure implementation of above stated guidelines within the timelines stipulated therein. This task is to be owned by Addl. GM/ DGM (VAS) of the respective Zones in close coordination with the Addl. GM/ DGM in charge of Billing system in the Zone.


6/12/2013
(D.K. Agrawal)

Addl. General Manager (VAS-III)

Copy to-

1. CMD & all Directors, BSNL Board, New Delhi
2. All EDs/ PGMs/ Sr. GMs/ GMs BSNL CO, New Delhi- through intranet only
3. M/s Sparsh BPO Service Ltd/ M/s Spanco BPO Services Ltd – for immediate action please
4. All VAS Providers – for immediate action please