



No. 1-10/2009-IT-CFA

Dated 09.04.2012

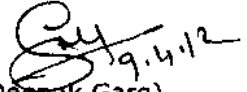
To

Chief General Managers, BSNL
All Telecom Circles / Metro Districts

Subject: Promotion of online bill payment facility among subscribers in CDR SSAs regarding.

1. Kindly refer to this office letter of even no. dated 29.02.2012 (copy enclosed) on the above-mentioned subject whereby it was requested to take necessary action to promote online bill payments.
2. As per the data received from Payment Portal of BSNL (soft copy uploaded on intranet along with this letter) it is observed that there has been some improvement in the number of online payment transactions during March'12 and now around 2% of Wireline customers are making online payments.
3. Keeping in view that around 30% of Wireline customers are broadband customers also, therefore utilization of convenient online payment facility by just 2% customers is very low. Therefore, in order to further encourage online payment by the customers, you are requested to give wide publicity through regular press notes etc. and also take the following actions:
 - (a) Print the message in Telephone Bills as a regular feature - "Pay your bill online by logging on to www.bsnl.co.in and enjoy 1% discount in next bill."
 - (b) Display the Computer Printout Message on all payment counters and CSCs at prominent locations - "Pay your bill online on www.bsnl.co.in and enjoy 1% discount in next bill".
4. Compliance in this regard may be sent to this office by 23rd April 2012.

Encl: As above.


(Deepak Garg)
Addl.GM(IT-CFA)

Information Technology Cell
Room No. 716, Bharat Sanchar Bhawan,
Janpath, New Delhi-110 001
Phone: 011-23710455 Fax: 23730392



भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

No. 1-10/2009-IT-CFA

Dated 29.02.2012

To

Chief General Managers, BSNL
All Telecom Circles / Metro Districts

Subject: Promotion of online bill payment facility among subscribers in CDR SSAs regarding.

1. Kindly refer to this office letter of even no. dated 28.12.2011 (copy enclosed) whereby it was requested to take necessary action to promote online bill payments so that more & more customers become aware of convenient online bill payment facility and start using the same.
2. In this regard a DO letter of even no. dated 20.06.2011 (copy enclosed) by CMD BSNL was also sent whereby it was emphasized to give wide publicity to the online payment features that is available in all CDR migrated SSAs.
3. However, it is observed that the percentage of online payments received is very less to the tune of 1.5% approximately while at least 25% of Landline Customers of BSNL are internet users having Broadband connections. Hence there is a need to further popularize online bill payment facility available on BSNL website (www.bsnl.co.in) by giving more publicity like mentioning in various press releases; printing message in this regard on the bills itself, display of message at Payment Counters of BSNL regarding availability of online payment facility with 1% discount etc.
4. You are again requested to take necessary action on the matter. This office may be apprised about the steps taken by the circle in popularizing the online bill payment facility of BSNL for further submission to Management.

Encl: As above.


(Deepak Garg)
Addl.GM(IT-CFA) 29.02.12

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