

Sales & Marketing - Consumer Mobility
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भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)
BHARAT SANCHAR NIGAM LIMITED
(A Government of India Enterprise)



No.GM (S&M)/T-361/14-15/ 16 Dated 09.04.2015

To

All Heads of SSAs,
Tamil Nadu Circle.

Sub: Implementation of FOS support to Franchisees -reg
Ref: Addl GM (S&M-CM) Ir no 19-1/2014 /S&M –CM /5 dted 15.04.2014

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It is decided to give FOS incentive to Franchisees for appointing FOS .In this regard, the following points are to be ensured by the SSAs.

1. FOS will be selected by Franchisee in consultation with B SNL and should be mapped in Ctopup System & Sancharsoft.
2. FOSs will be appointed in those franchisee territories, where RD is not available.
3. There will be one FOS per 150/100/50 recharge/ Topup loading retailers for class A / Class B/ Class C Franchisee territories respectively.
4. Number of justified FOS shall remain unchanged during the financial year except for change in Policy by the corporate office.
5. Duties and responsibilities of FOS:
 1. To deliver BSNL products / Marketing material /SIM to retailers (POS) as per directions from Franchisees.
 2. To check & collect CAF from POS within the scheduled time frame.
 3. To apprise POS about BSNL products & Tariff as well as collecting their feedback in a predefined format.
6. Franchisee will deposit CAF after affixing his stamp & signature to BSNL designated official at CAF desk within 24 Hrs excluding holidays.

7. Fixed incentive @ Rs.3000 per FOS per month in the form of CTOPUP value.

a). There will be negative incentive for delayed submission of CAF @ Rs. 2/- per CAF for delay >24 Hrs excluding holidays.

8. Commission discount structure: CAF commission sharing in case of three tier structure comprising Franchisees –FOS – Retailers will be as follows.

a). Franchisee -20 %

b) Retailers - 30%

c) Rest 50% will be retained by BSNL for FOS incentive

In this regard, the following are to be ensured by AGM(sales) & FM

1. Appointment of Sufficient Number of FOS by Franchisees – to be ensured by the Franchisee Manager.(FM)
2. Proper mapping of Retailers with FOS. To be ensured by FM
3. CAF collection by FOS by sending SMS alert message from the retailer number.

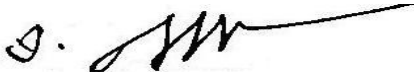
To receive the CAF from the Retailer for prompt activation of the connection without any delay, the following has to be followed.

1. Selection of the Number as per the request of the customer.
2. Retailer sends SMS **CAFR<space><mobile no> to 54454..**
3. Franchisee / FOS Receives the SMS and collect the CAF from retailer based on the beat area allocated by Franchisee and finally submits to Franchisee.

SMS alert has to be sent to the FOS/Franchisee number. These have to be educated among the retailers /FOS/ Franchisees.

The approval of FOS support will be done by the Franchisees manager as per the approval of AGM (sales). It is responsibility of the Franchisee Manager to ensure that the FOS support has been passed on genuinely & correctly.

The implementation of the Scheme will be after the compliance report received from SSAs for the appointment of justified number of FOS and proper mapping of FOS with retailer in Sancharsoft. Any discrepancies noticed in FOS activities, FOS support will be withdrawn for all the FOS of that franchisee.


Sr.GENERAL MANAGER (S&M-CM),
TAMIL NADU CIRCE, CHENNAI.