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

BSNL 3G))) **BSNL LIVE**
Faster than your thoughts 2010

File No.:200-21/2008-VAS / 2-66

Dated: 23-01-2012

To
Chief General Manager
All Telecom Circles/Districts

Sub: Posting of exclusive Staff for VAS in Circles

This office has been emphasising need of posting of exclusive staff for VAS in Circles. Some of the Circles have complied with and have registered increased revenue while other Circles are yet to act. In a meeting by the Director (CM) held on 10-01-2012, IVRS & BSNL Tunes VAS Providers (VASPs) pointed out that there is lack of ownership of the VAS in some of the Circles and related issues remain unaddressed for months together.

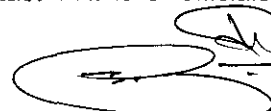
As you are aware that the revenue from Voice is already on decline and we can expect incremental revenue only from VAS & Data Services. It, therefore, requires special care including posting of full time officials to coordinate for VAS related activities at Circle level. In accordance with BCG recommendations circulated earlier, all Circles were to ensure posting of at least 1 full time AGM (VAS) assisted by 3 to 4 SDEs/ JTOs as a part of **Circle VAS team**.

2. Officials in Circle VAS team may be assigned the responsibility to coordinate with all concerned for the growth of a particular VAS segment, as given below:-

- a) BSNL Tunes, IVR & IVVR based VAS
- b) SMS, Data, USSD, STK based VAS & Mobile Advertisements
- c) BSNL Live including Video calling, VoD, Mobile TV & Apps Stores,
- d) Financial Services- BSNL co-branded **Trust Card** & M-Wallet with Banks.

3. These officials are to interact with VASPs, CMTS Nodal Centre, WS Call Centre, SSAs and other units in the Circle to take care of timely launch, monitoring of growth, getting promotional material from VASPs and ensuring distribution right upto POS, resolving issues of VASPs including their payments, to act as nodal officer for resolution of customer complaints, have control on OBD & activation/ de-activation of VAS, to keep watch on what competitors are doing, ensure updation of Circle websites/ VAS portal, Training of trainers in CTTCs/ Call Centres and in turn to sales channel, push retailing of VAS through Sales channel and finally develop themselves as **Centre of Excellence** in the Circle for that VAS segment.

4. It will be worth appreciating if your office intimates names & contact details of officials posted in Circle VAS team by **31-1-2012** to this office.


(S.C. Sharma)
GM (VAS)

Copy to:-

1. CMD/ Director (CM)/ Director (HR) BSNL Board, New Delhi, for information please.
2. All VAS Providers.