

FORUM OF BSNL UNIONS / ASSOCIATIONS

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Opp. Shadipur Bus Depot., New Delhi – 110 008.*

Circular No.9

28th December, 2015

To

**General Secretaries of all Unions
and Associations of Forum.**

Service With A Smile (SWAS) programme.

Dear comrades,

As already informed, the Forum of BSNL Unions and Associations will be launching the “Service With A Smile” (SWAS) programme on 1st January, 2016. The SWAS will be a 100 days programme. During these 100 days, a powerful drive will be conducted throughout the country, by the entire Executives and Non-Executives of BSNL, to give special focus to customer care, to improve the quality of service and to substantially increase the number of landline, mobile, broadband and leased line customers. To achieve these goals, the following steps may be meticulously taken by the employees.

(i) Improving customer care.

During these 100 days, and also in the days to come, we shall give special focus to our customer care and customer satisfaction. We shall break the myth that only private companies care for their customers. The recent Chennai floods showed to the entire nation that, BSNL and its employees alone care for the people. We shall carry forward the “Chennai spirit”. Let our employees be polite, courteous and customer friendly in all their dealings with the customers and thereby improve customer satisfaction. Special focus should be given to address the grievances of the customers related to billing, faults and all matters related to service.

(ii) Ensuring fault free service.

Utmost care should be given to ensure customer satisfaction by providing a fault free service. Atleast 60% of the faults should be cleared on the same day. No broadband and leased circuit fault should be carried over to the next day. In case of cable fault, customer should be contacted and informed of the delay. It is desirable that the field staff and officers periodically contact the customers under their jurisdiction and enquire about their grievances if any. Shortage of stores and materials if any, can be immediately brought to the notice of the General Secretaries / Convenor, Forum, with details of the material, quantum, etc.

(iii) Improving service of mobile phone connections.

Quality of mobile service depends on the functioning of the BTSs without failure. Strict monitoring of every BTS is required. In case of failure, immediate action is to be taken for its restoration. BTS maintenance team is to function effectively and should monitor the matter.

(iv) Maintenance of fault free cable network.

Special attention should be paid for the maintenance of our copper cable network. Maintenance of a fault free cable network will help to curtail the surrendering of landline and broadband connections in a big way. The Forum at SSA level should find out ways and means for ensuring a fault free cable network. Cable maintenance teams should be immediately formed for cable maintenance and prompt restoration of faults.

(v) Reduce surrendering of landline & broadband connections.

All necessary steps should be taken to stop the surrendering of landline and broadband connections. The present All India disconnection rate should be reduced from 0.8% to 0.4% per month. Premises of the disconnected customers should be visited for getting reconnection. Further, before a customer's connection is disconnected, i.e., at the time when OG is barred, efforts should be taken to pursue the customer, to avoid the disconnection.

(vi) Close interaction with Heavy callers from Landline and mobile connections is to be maintained.

Our Executives and Non-Executives should make it a point to have close interaction with the heavy callers of landline and mobile connections. Further, every TM/outdoor staff shall meet atleast 10 subscribers daily in his section.

(vii) Conduct melas, road shows, etc. and step up marketing activities.

In the month of September, 2015 alone, BSNL has gained one lakh mobile customers through MNP. This is an evidence that BSNL's quality of service is not inferior to others. It is also true that the private operators have come under severe criticism now, for their poor quality of service. This situation should be effectively utilised to increase BSNL's mobile, landline, broadband and leased circuit connections. The recent facilities introduced by BSNL like, Night Free Call, Free Roaming, 80% reduction in tariff for new prepaid / MNP customers for first 2 months, and 2 mb speed for broadband, should be adequately popularised among the public, to get new customers. During these 100 days, melas, road shows etc. should be continuously conducted. Flex banners, pamphlets, etc. can be utilised for publicity.

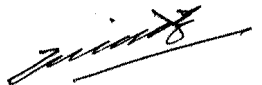
(viii) Minimum target for every employee per month.

Landline (New & reconnection) - 5
Broadband (New & reconnection) - 5
Mobile (including MNP) - 10

Each and every Executive and Non-Executive of BSNL, has to bring new connections as specified above. The new connection may be in the form of land line, Broad Band, Mobile or leased line etc. Apart from taking part in the Mela, road show, etc., each employee can approach his relatives, neighbours, friends etc. for getting new connections. Restoration of surrendered landlines / broadband / leased Lines will also be counted as a new connection. Porting in of mobile connections from other operators to BSNL will also be counted as a new connection.

The All India Forum requests that the Forum at circle level and SSA level should immediately meet, discuss and plan the successful execution of the **SWAS** programme. Convenor, Forum as well as the General Secretaries of the constituents of the Forum, may be contacted in case of any doubt / clarification connected with the call. All the constituent Unions and Associations are requested to take all out efforts for the successful implementation of the **SWAS** programme.

Thanking you,
Yours fraternally



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