


File No. BSNLCO-CMQS/14(14)/2/2020-NWO CM II-Part (1)

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Dated: 16-11-2023


To,
The Chief General Managers,
All Telecom Circles/Telecom Districts.

Sub: Modification in Ranking Criteria for Circle, BA and SSA- CM ranking-regarding.

1. In order to encourage better quality of Acquisition (QoA) & retention of customers, it has been decided to replace Gross connection growth KPI with Quality of Acquisition (QoA) KPI in the ranking criteria of Circle, BA and SSA ranking.
2. This modification in ranking criteria is being implemented in CNMC for generation of Oct '23 ranking & onwards. (Modified ranking criteria of Circle, BA and SSA are enclosed).
3. S&M cell BSNL CO is providing QoA targets to all circles on quarterly basis.
4. CNMC team has also incorporated QoA target and achievement columns in Circle, BA and SSA ranking on CNMC portal. At present, QoA target and achievement fields are available in new template for filling up data (in terms of %) in CNMC portal.

So, you are requested to populate data in a timeline manner in CNMC portal for their respective BAs/OAs so that ranking is generated from system in time.

Enclosed: As above.


16.11.23
(Deepak Garg)
PGM (NWO-CM-II)