

Office of the Chief General Manager,  
CMTS SECTION  
III Floor, 80, Anna Salai,  
Chennai 600 202.  
Phone:28550339 Fax:28520484  
EMAIL : circleimpes@gmail.com



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

TR/CMTS/BILLING SYSTEM/THS/2012-12/23 DATED AT CHENNAI 600 002, THE 29-05-2012

To  
PGM/GM, BSNL,  
SSA: Coimbatore/Coonor/Cuddalore/Dharmapuri/Erode/Karaikudi/Kumbakonam/  
Madurai/Nagercoil/Pondicherry/Salem/Thanjavur/Trichy/Tirunelveli/Tuticorin/  
Virudhunagar/Vellore.

Sub: DEFERMENT of Revised procedure for monitoring of  
Threshold/credit limit for the Individual and CUG Customers - reg.,

Ref: 1. this office letter no. TR/CMTS/BILLING SYSTEM/THS/2012-12/7 dated  
17-05-2012, uploaded in TN intranet on 21/05/2012.

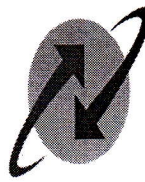
Kind reference is invited to the letter under reference with regard to  
implementation of New THS procedure. On implementation of the THS procedure,  
Customer complaints have increased due to the following reasons:-

1. Number of customers' crossing over 90% of the threshold credit limit  
is very high and running into thousands every day.
2. Huge complaints from subscribers, with regard to receiving of daily  
SMS alerts.
3. Customers are not ready to make payments based on SMS and without  
valid bills. (i.e) Non -issue of interim bills with due date.

Based on the above complaints feedback was given to CMTS, Trichy, and  
after analyzing the complaints received from other Circles of South Zone, Sr. GM  
(NWO) Trichy, has written a letter to GM (VAS-TECH), BSNL Hq, vide letter dated 24-  
05-2012 (copy enclosed), wherein suggestions for improvement are given for approval  
and also stated that, as an immediate and interim measure, **the New THS  
procedure is deferred for a month, till then the OLD  
PROCEDURE OF THRESHOLD MONITORING WILL BE  
FOLLOWED.**

In this connection it is pointed out that, as per the old procedure THS  
Reports will be received from the ZBC, Trichy and the Circle nodal will identify the  
account numbers after taking in to account the number to be exempted from issue of  
interim bill and intimate the zonal billing centre for generation of PH files. On  
information about the generation of interim bills, the Circle nodal will intimate the

Office of the Chief General Manager,  
CMTS SECTION  
III Floor, 80, Anna Salai,  
Chennai 600 202.  
Phone:28550339 Fax:28520484  
EMAIL : circleimps@gmail.com



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

IFA/DGM (TR)/AO concerned of the SSA through email as well as by SMS about the generation of interim bill and requesting them take the print out of the same and send to the subscribers and watch payment based on the due date given, and if no payment is received the SSAs concerned has to disconnect the number. In the meanwhile, Circle nodal will also intimate the subscriber by SMS with regard to generation of interim bill and its due date for payment.

This issues with the approval of GM (TR).

(R.SUNDAR)

Deputy General Manager (TR)  
O/o CGM, TN Circle, Chennai-2.

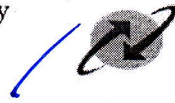
Encl: as above.

Copy to:-

1. The Sr. GM (NWO), CMTS, Trichy.
2. The DGM (F)/DGM (TR), - for information  
O/o PGM/GM, BSNL,  
SSA: Coimbatore/Coonoor/Cuddalore/Dharmapuri/Erode/Karaikudi/Kumbakonam/  
Madurai/Nagercoil/Pondicherry/Salem/Thanjavur/Trichy/Tirunelveli/Tuticorin/  
Virudhunagar/Vellore.

22/c

O/o The Sr. General Manager,  
Network operations and Consumer Mobility  
Sri complex, III floor,  
Madurai Road, Trichy - 620 008.  
Ph:0431 2704300 Fax 0431 2701522



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

No: CAO(ZB)/THS/2011-12/27

dated at Trichy the

24.5.2012

To,  
Shri. S. C. Sharma, GM (VAS-TECH),  
BSNL CO, VAS-TECH,  
New Delhi -110001.

**Subject: Revised procedure for monitoring of Threshold/ Credit Limit for the Individual & CUG Customers - feedback regarding.**

**Ref: BSNL CO No. MOB-32/Billing/General-2011 (Pt)/26 Dated: - April 20, 2012**

\*\*\*\*

As per the directions of BSNL CO New Delhi vide above cited letter the "New THS" automated process has been implemented from 15.5.2012.

The new procedure is in vogue for the past 10 days. The feed back from various circles after implementation of new THS procedure is not very encouraging in south zone, as there are several types of complaints from all customer segments. All circles of south zone have also requested for deferring the implementation of new THS till the problems of customers are addressed.

The complaints were analyzed by this office and it is found that there are several root causes. The causes and the suggestions for improvement are listed below:

**1. Very low credit limits fixed.**

**Observation:** The daily occurrences of crossing over of 90% of Credit limit is very high running into thousands every day. This results in sending SMS alerts to the customers every day which is inviting huge complaints from customers and circles. This also increases work load on the system and field officers.

**Suggestion (1):**

To start with, the minimum credit limit for the individual customers to be fixed as Rs 2500/- instead of existing Rs 500/- or maximum paid invoice amount for the previous one year or deposit collected whichever is higher and rounded off to the next higher multiples of 500. Example, 3100 to be rounded off to 3500. This credit limit will remain fixed till that time his payment exceeds this amount.

**Justification:**

Employees of State/Central Govt/PSU/Schedule Banks and Customers having BSNL land line connections/Retired DoT & BSNL employees have been given mobile connections without any deposit. The above category of customers has been given mobile connections without deposit based on their status in the society. Also, when a customer pays a billed amount of say Rs. X, it can be taken that he automatically proves his credit worthiness and payable capacity to that amount. Hence the above suggestion is justified.

**Suggestion (2):**

To start with, in case of CUG customers, the minimum credit limit for the CUG group to be fixed as Rs 1000 X No of customers in CUG **or** maximum paid invoice amount for the previous one year **or** deposit collected whichever is higher and rounded off to the next higher multiples of 500. Example, 3100 to be rounded off to 3500. This credit limit will remain fixed till that time his payment exceeds this amount.

**Justification:**

CUG customers are normally Corporate/Business class/VPN category or high end users. Further majority of the CUG customers are acquired by S&M/BD/EB cells of Circles and hence normally reliable and credit worthy. Hence the above suggestion is justified.

**2. Sending of SMS alerts to Customers:-**

**Observation:**

As soon as 90% of Credit limit is reached, the SMS alert is sent to the customer. This is sent every day till the THS outstanding is cleared **or** till 500% credit limit is reached. This is very much annoying to the customer and this has reflected in feedbacks received from Circles.

**Suggestion:**

Apart from increasing the credit limit as suggested above, it is suggested that the initial SMS alert will be sent on crossing over of 90% of credit limit for the first time only instead of repeating daily. The next SMS alert will be sent on crossing 200% and another one on crossing 300%.

**Justification:**

This will reduce annoyance factor on the part of the customers. This will reduce the unnecessary load on the system. Hence the above suggestion is justified.

**3. Making available Pro-forma invoices to the customers:-**

**Observation:**

It has been reported by the CSRs/Circles that the customers are insisting for invoices for effecting payments. Customers are not ready in South Zone to make payment based on SMS alerts. Further employees of companies and CUG customers insist on invoices for making payment citing their official procedures.

**The new THS procedure does not envisage production of Bill Images to CSRs to enable them to issue to the needy customers.**

**Suggestion:**

M/s Comverse who had developed this new THS procedure should be asked to generate Bill images and making them viewable to the CSRs in Kenan FX client.

**Justification:**

This will enable CSRs of circles to handle customer complaints more effectively. This will also enhance customer faith and give him a feeling of transparency in billing.

**4. Text of SMS alerts to the customers:-**

**Observation:**

The text messages sent to the subscribers based on the THS detection at 90% contains the phrase "---- to avoid disconnection". Since such messages are sent daily, this is cause of irritation and annoyance to the customers.

**Suggestion:**

SMS alert on 90%: the phrase "---- to avoid disconnection" will be removed.

SMS alert on 200% : the phrase "--- to avoid out going barring" will be introduced instead of disconnection.

**5. Observation:**

As per ref 1. Vide para 4.a and 4.b, the outstanding of the previous month is added with the current usage immediately after the pay by date, for calculation of total outstanding amount for THS implementation. However in many cases even though the payment is effected on pay by date, it is not immediately reflected in the kenan billing system, due to delays in updation of offline payment.

**Suggestion:**

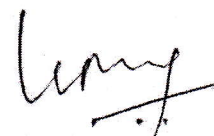
To overcome the above problem, the outstanding amount of the previous month is added with the current usage for calculation of total outstanding amount for THS implementation with a delay of 7 (Seven) days.

**The above suggestions if implemented will reduce the number of occurrences crossing credit limits in THS. This will ease the load on the B&CCS system and also on the field officials. This will enable the field officers to be more alert in detecting real fraud cases. Most importantly this will reduce the number of SMS alerts sent to the customers thus reducing the complaints from the subscribers. This will increase customer goodwill and confidence.**

**The above suggestions may kindly be approved at the earliest.**

**As an immediate and interim measure (say for a period of One Month) to overcome existing lacunas, the following measures are taken up in South Zone:**

1. The Sending SMS alerts/auto barring on 500% as per new THS will be deferred.
2. THS reports will be sent to circles similar to the old procedure.
3. Interim bills will be generated and sent to circles based on their request as per the old procedure.
4. O/G and I/C Barring are to be done by concerned circles for nonpayment as done earlier.
5. Bill Invoice Browser to be installed in the needy CSRs to enable them to download the pro-forma invoice at a later date before restoring new THS.



K. NARAYANAN,  
Sr.GM (NW-O-CM),  
Nodal Centre, TRICHY.

**Copy to:**

1. CGM TN/CHE/KER/KAR/AP Circle for kind information pls.
2. Sr GM Nodal Centre: Pune/Chandhigarh/Kolkotta.
3. Sr. GM NWO-CM, Coimbatore, Chennai, Kerala, Karnataka, AP.
4. GM Fin/TR, TN/CHE/KER/KAR/AP: Requested to inform all SSAs in their circles.
5. M/s Comverse: Er. camp at Trichy.