



S&M-CM/164/Booster cards/11-12/25 Dated @ Chennai -6 the 08-07-2011.

Sub: Implementation of “LAST” call transaction & LAST FIVE calls transactions of 2G/3G prepaid customers - reg.

Ref: S&M-CM/Booster card/new Plans/09-10/51 dt @ Chennai -6 dt 9.7.2010.

Vide above ref. letter, the implementation of STVs (Voice, SMS & data), by the user friendly method of sending SMS to Toll free No. 53733, by customers themselves, was intimated.

STVVOICE - To know the existing STVs on Voice under prepaid in 2G/3G services.

STVSMS - To know the existing STVs on SMS.

STVGPRS - To know the existing STVs on GPRS.

In continuation of above, now two more customer friendly methods like **LAST** call transaction & **LAST FIVE** calls transactions are implemented in TN LSA (incl. CHTD) **with effect from 11.07.2011**. The details are as given below:

1. SMS “LAST” to 53733 – To know the last call details like Date, Type, Charge, balance, Number & Duration.
2. SMS “LAST FIVE” to 53733- To know the last five calls details like Date, Type, Charge, balance, Number & Duration.

Note:-

- Numerical 5 is also supported. i.e. “LAST5”.
- Latest last call transactions of the customers will be updated in the system at every 15 minutes interval and made available to the customer accordingly.

All are requested to take effective steps to popularize the above customer friendly features through all our point of sales like CSC/Franchisee/DSAs etc.,

(KR ARAVINDAVALLI)
Assistant General Manager
[Marketing, S&M-CM]

To

GM (NW-O CM), Trichy -1/ Coimbatore – For information & necessary action please.

GM(S&M-CM), Chennai Telephones, Chennai – for information please.

GM (F) / Sr. GM (TR) TN Circle, Chennai for information please.

DGM In charge IN – **Trichy/Bangalore** - for necessary action please.

DGM (N/W-O-CM)/DE Commercial Coimbatore - For information & necessary action please.

Heads of SSAs, -- for kind information and necessary action please.

DGM (Sales), AGM (Sales) & AGM (MKTG II)- Chennai-6 –For information and informing Sales Heads , franchisee managers and retail managers and other Channel partners along with commission structure as applicable.

DGM (CS), Chennai-6 - For information and informing Call Centre/Customer Service Centre Officials and ensure uploading the information on the website “tamilnadu.bsnl.co.in” .

DGM (S&M-CM)/AGM (MKTG-CM), Chennai Telephones, Chennai – for information & necessary action please.