



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

Office of General Manager ( NWP& CFA), T.N. Circle, Chennai – 600 008.

To  
Pr. General Manager, BSNL, Coimbatore / Trichy  
General Manager, BSNL, Madurai / Salem / Vellore

No.EP/Genl-Corr/2010-13/ dated at Chennai-8 the 22/ 08/2012.

Sub: Exit interview for subscriber leaving BSNL Landline and Broadband service – reg.

Ref: BSNL Corporate office letter No: 43-3/2011/NWO-I-CFA dated 17/08/2012.

BSNL Corporate office has identified the five important SSAs of Tamilnadu Circle as High revenue earning in the land line and broadband segment vide letter cited under reference (copy enclosed). In order to arrest the land line / Broad band surrenders and to analyse the reasons for disconnections, a pre designed questionnaire is given as Annexure II(Landline) and III (Broadband) in the said BSNL Corporate office letter.

Guideline given in the BSNL Corporate office letter may please followed and results achieved by way of the exit interview may please sent by mail to [sskagm@gmail.com](mailto:sskagm@gmail.com) and [packiam.kumar@gmail.com](mailto:packiam.kumar@gmail.com) by 4<sup>th</sup> of following month for onward transmission to BSNL CO. As the same is being monitored by Sr.GM (NWO-CFA) of BSNL CO , personal attention may please be given to follow it up and intimate compliance.

Encl: As above

-sd-

(N.MEIKANTAMANICKAM)  
General Manager(NWP-CFA),  
TN Circle ,BSNL,

No:60, Ethiraj salai,Chennai-600 008.

Telephone 044-28265559.FAX:044-28204398

Copy :-

1. General Manager ( NWO-CFA), O/o CGM, TN Circle, BSNL, Chennai – 2 for kind Information.
2. General Manager, Coonoor, Cuddalore, Dharmapuri, Erode,Karikudi, Kumbakonam, Nagercoil,Pondicherry,Tirunelveli, Thanjavur, Tuticorin,Virudhunagar.They are also requested to follow the above procedures and compliance intimated to this office.

**BHARAT SANCHAR NIGAM LIMITED**  
(A Govt. of India enterprise)  
NWO-CFA Cell  
806, Bharat Sanchar Bhawan, Janpath  
NEW DELHI-110001  
Tel. 23714455, Fax-23354549

No.43-3/2011/NWO-I-CFA

Dtd 17<sup>th</sup> August-2012

To  
Chief General Managers,  
All Telecom circle-

**SUB:EXIT INTERVIEW FOR SUBSCRIBER LEAVING  
BSNL LANDLINE AND BROADBAND SERVICE**

The provisioning and closure analysis of landline and broadband for the period from 1<sup>st</sup> August, 2012 to 7<sup>th</sup> August, 2012 to 16<sup>th</sup> August 2012 is available on intranet. It is observed that no. of landline/broadband closed is greater than new landline/broadband connection provided in most of the circles. The problems of surrender and closure due to DND needs to be addressed effectively and therefore Director (CFA) has desired that an exit interview of every subscriber of these 45 SSAs (List enclosed as annexure I) leaving BSNL may be done by visiting the customer premises by the field staff especially JTO/ SDE. The reason for surrender may be ascertained by asking the pre-designed questionnaire. **The duly approved questionnaire for this purpose is enclosed as annexure II & III.**

**II.** The exercise may be done immediately after the receipt of application for voluntarily closure of the landline/broadband by the subscriber.

**III.** Regarding closure due to non-payment (DNP), the present process is that after 35 days from the bill date, if the subscriber has not paid the bill, the out-going calls are barred and only incoming is allowed and after another 30 days, the in-coming calls are also barred. Following action may also be done in case of closure due to non-payment:

- (1) Immediately after the due date of payment, the subscriber should be informed through IVRS about the payment to be done.
- (2) Once the outgoing calls are barred due to non-payment, the SSA staff of BSNL should talk to the customer with the request to make payment and if the subscriber communicates any problem relating

to BSNL, the concerned staff should escalate it on behalf of the customer to concerned SDOP and Necessary docket wherever is required should be noted. **A register for this purpose need to be maintained centrally in all the SSAs. The SSA head should review the compliance on every Monday.**

- (3) The day in-coming calls are also barred; the SSA staff i.e. JTO/ SDE should physically visit the customer premises and request to make the payment. The staff should also do the exit interview which include filling of the form as in the case for voluntarily closure. This should be done thinking that subscriber under DNP is a potential candidate for surrender of his landline. Exit interview should be completed within 3 days of receipt of the surrender application or from the date when incoming is barred.

**IV.** The feedback of exit interview should be utilized to take necessary action to stop surrender of the telephone either through voluntary closure or DNP. This should also be utilized to stop future surrender of Landline and Broadband.

**The process should be started forthwith in these SSAs. The result achieved may be mailed at hariramshukla2@gmail.com by 5<sup>th</sup> of the following month.**

  
(H.R. Shukla)  
Sr. GM(NWO-CFA)

**Encl. Annexure-I,II & III**

**Copy for kind information to:**

- 1. CMD BSNL**
- 2. Director (CFA)**
- 3. Sr. GM(BB)**

High Revenue SSAs Annexure-'1'			
S.No	Name of Circle	Name of SSA	Zone
1	AP	HYDERABAD	South
2	Assam	KAMRUP	East
3	Chennai TD	CHENNAI	South
4	Gujarat	AHMEDABAD	West
5	Gujarat	SURAT	West
6	Gujarat	VADODARA	West
7	Haryana	FARIDABAD	North
8	Haryana	GURGAON	North
9	Haryana	HISAR	North
10	Haryana	KARNAL	North
11	J & K	JAMMU	North
12	J & K	SHRINAGAR	North
13	Karnakata	BANGLORE	South
14	Karnakata	MANGLORE	South
15	Kerala	ALLAPPY	South
16	Kerala	CALICUT	South
17	Kerala	CONNOR	South
18	Kerala	ERNAKULAM	South
19	Kerala	KOLLAM	South
20	Kerala	KOTTAYAM	South
21	Kerala	MALAPURAM	South
22	Kerala	THIRUVANANTPURAM	South
23	Kerala	THRISSUR	South
24	Kolkata TD	KOLKATA	East
25	MH	GOA	West
26	MH	KALYAN	West
27	MH	NAGPUR	West
28	MH	NASIK	West
29	MH	PUNE	West
30	MP	INDORE	West
31	Orrisa	BHUBNESHWAR	East
32	PB	CHANDIGARH	North
33	PB	FOROZPUR	North
34	PB	JALLANDHAR	North
35	PB	LUDHIANA	North
36	Rajasthan	JAIPUR	North
37	TN	COIMBATORE	South
38	TN	MADURAI	South
39	TN	SALEM	South
40	TN	THIRUCHIRAPALLY	South
41	TN	VELLORE	South
42	UP(E)	LUCKNOW	North
43	UP(W)	GHAZIABAD	North
44	UP(W)	NODIA	North
45	Uttrakhand	DEHRADUN	North

## ANNEXURE- II

Performa to be filled up on Customer Visit (handwritten)

Customer Name :  
 Address :  
 Date of receipt of request :  
 Disconnection Request For :  
 Tele. No.(Requested for Disconnection) :  
 Alternate Contact No. :  
 Reason for Disconnection :

## A. Reasons due to BSNL Service:

Sl.No.	Particulars	Score(0 to 5) where 0 is not important and 5 is very important
1	High Landline Tariff	
2	Delay in Fault Clearance	
3	Long pending cable fault	
4	Telephone getting faulty repeatedly	
5	Telephone is noisy	
6	Unsatisfactory experience with BSNL Staff	
7	Non timely receipt of Bill and difficulty in payment	
8	Excess billing problem	

9	Closure of Business	
10	Landline users shifted out of City/ Country	
11	TNF Area	
12.	Competitor Product more attractive	
<b>B. Personal reasons for disconnection</b>		
1	Death of user	
2	Misuse by children	
3	Daughter got married	
4	Financial problem	
5	House under renovation	
6	No use	
7	Any other reason	

**Retention status:**

**Date of settlement** :

**Action taken for retention** :

**Reason written by ACR** :

**(Associate Customer Retention)**

**On customer visit** :

**(Signature of ACR)**

**(Name of ACR)**

**Performa to be filled up on Customer Visit** (Broad band)

Customer Name :  
 Address :  
 Date of receipt of request :  
 Disconnection Request For :  
 Tele. No.(Requested for Disconnection) :  
 Alternate Contact No. :  
 Reason for Disconnection :

**A. Reasons due to BSNL Service:**

Sl.No.	Particulars	Score(0 to 5) where 0 is not important and 5 is very important
1	High Broadband Tariff	
2	Delay in Fault Clearance	
3	Low Broadband Speed	
4	Unsatisfactory experience with BSNL Staff	
5	Non timely receipt of Bill and difficulty in payment	
6	Excess billing problem	
7	Closure of Business	
8	Broadband users shifted out of City/	

	Country	
9	Computer becomes faulty	
10	Using data Cards of other companies	
11	Using data Cards of BSNL	
12	TNF Area	
13.	Competitor Product more attractive	
<b>B. Personal reasons for disconnection</b>		
1	Death of user	
2	Misuse by children	
3	Daughter got married	
4	Financial problem	
5	House under renovation	
6	No use	
7	Any other reason	

**Retention status:**

**Date of settlement** :

**Action taken for retention** :

**Reason written by ACR** :

**(Associate Customer Retention)**

**On customer visit** :

**(Signature of ACR)**

**(Name of ACR)**