



No. 11-8/2010-CDR/Loyalty Magmt/IT-CFA

10.04.2013

To,

1. **CGMs**  
**All telecom circle and Metro Districts.**
2. **CGM ITPC Pune**

**Subject: Implementation and deployment of Loyalty Management Scheme (LMS) for landline and broadband customers in CDR system across all the four zones - corrigendum, regarding.**

1. Please refer to this office letter of even number dated 01.04.2013 vide which instructions have been issued to field units and ITPC for implementation and deployment of the Loyalty Management Solution for landline and broadband customers. In this regard, following corrigendum is hereby issued:

Sl. No	Current Para	Corrected Para
1.	Para 2.1.1 (i.): The Loyalty benefit is extended to the LL and BB customers whose monthly bill amount is above INR 400 /- and Bi-monthly amount is above INR 800/- per month	The Para should be read as "Loyalty benefit is extended to the LL and BB customers whose monthly bill amount is <b>INR 400 /- or above</b> and Bi-monthly amount is <b>INR 800/- or above</b> per month."
2.	Para 2.1.2 (i.): Loyalty reward of one point for every Rs.50 of customers invoice amount whose monthly bill amount is above Rs.400 or Bi-Monthly amount of Rs.800.	The Para should be read as "Loyalty reward of one point for every Rs.50 of customers invoice amount whose monthly bill amount is <b>Rs.400 or above</b> or Bi-Monthly amount of <b>Rs.800 or above.</b> "
3.	The answer to FAQ no. 6 of the FAQs: No. Loyalty points cannot be redeemed for making for making calls on network within BSNL network	Answer to FAQ 6 shall be read as "No. the Loyalty points cannot be redeemed for making free calls <b>on other operator network (Network other than BSNL).</b> "

2. This is for the information and necessary action of all concerned please.

  
Deepak Garg  
Addl. GM IT-CFA

Copy to:

1. CMD BSNL for kind information please.
2. Director (CFA)/Director (Finance)/Director (CM)/ Director (EB) for kind information please.
3. ED (Finance)/ED (CA) for kind information please.
4. GM (Finance-CFA)/ GM (CA) for kind information and necessary action please.