



भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)
BHARAT SANCHAR NIGAM LTD.
(A Government of India Enterprises)

No. 8-8/2013-MSE
Dated the 4th February 2013

To,

Chief General Managers,
Bharat Sanchar Nigam Ltd.,
All Telecom Circles/Metro District

Subject: **Contacting wire-line customers having zero usage for more than on month- regarding**

As gathered from data in CDR system, there are as high as 5% to 10% of wire-line subscribers having outgoing facility but with zero usage (Zero meter reading) for even more than one month.

In high probability, these are the customers who are on the verge of leaving BSNL. One of the reasons could be that their lines remain faulty or they are having some other problems with BSNL services. Therefore it is of utmost importance that the customers with zero meter readings are contacted immediately, their problems are addressed in an expeditious manner and thus ensuring their retention.

Hence, it has been decided that 100% of such customers shall be contacted over phone where it is not possible to contact over phone they should be contacted personally from the SSAs and 20% of such customers shall be contacted over phone by a designated team in Circle office on monthly basis. Their problems shall be recorded and addressed suitably. No reply numbers shall be immediately booked in to CRM of CDR system for fault restoration.

Your analysis and action taken report as on date of your Circle should reach to NWO-CFA Cell positively by 20th February 2013.

Henceforth, the analysis and action taken report shall be submitted to NWO-CFA Cell 20th of every month.

NK
04/02/2013
[N.K. Gupta]
Director (CFA)

Copy to:

1. CMD, BSNL, New Delhi for kind information, please.
2. ✓ Sr. GM (NWO-CFA) to follow up. Please compile and put up the consolidated report by 25th Feb'13.