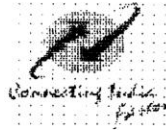


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BHARAT SANCHAR NIGAM LIMITED
(A Government of India Enterprise)

BSNL 3G >>> **BSNLLIVE**
FAKRT HAN VOOT SHAKHUS 2010

MKTG/CFA/SSA Activities/2011-12 / 18

dt. @ Ch-6, the 25/07/2011

Sub : Popularising on line payment-reg.

Online payment of landline telephone bills has been simplified. Customers who make payment online get 1 % of the billed amount as discount in the subsequent bill . Getting payment on line enables BSNL to avoid crowding in the cash counter. Customers also get the advantage of avoiding standing in queue for a long time on working day. In view of these, it is requested that SSAs may popularise the online payment facility to get good patronage for the same. The following activities are suggested in this regard .

- * Payment reminder system which was utilised by TR Cell for reminding customers of telephone bill may be used for announcement regarding online payment facility.
- e-mail may be sent to e-mail id allotted to Broadband customers.
- Circle office will request PRBT vendor to provide information on 'On line ' payment as PRBT for service land line connection
- A box message may be inserted in telephone bills.
- Prominent display may be made in cash counters regarding online payment options and its advantage

SSAs are requested to take up these activities along with any other activity which is felt appropriate and improve ' On line payment '.

Radha

(S.K.Radha)
General Manager (S&M-CFA)
O/o CGM,BSNL, TN Circle
Chennai-6

To
All Heads of SSAs.
TN Circle.