



No. 1-10/2009-IT-CFA

Dated 28.12.2011

To

Chief General Managers, BSNL  
All Telecom Circles / Metro Districts

**Subject: Promotion of online bill payment facility among subscribers in CDR SSAs, regarding.**

1. Please refer to DO letter of even no. dated 20.06.2011 (copy enclosed) by CMD BSNL whereby it was emphasized to give wide publicity to the online payment features that is available in all CDR migrated SSAs.
2. Also refer to this office letter no. 11-2/2011-CDR/IT-CFA/Vol.III/Pt dated 21.10.2011 on the subject of publicity of availability of useful features post migration of SSAs to CDR System (copy enclosed).
3. However, it is felt that there is a need to further popularize online bill payment facility available on BSNL website ([www.bsnl.co.in](http://www.bsnl.co.in)) by giving more publicity like mentioning in various press releases, printing message in this regard on the bills itself etc.
4. You are requested to take necessary action on the matter, so that more & more customers become aware of convenient online bill payment facility and start using the same.

**Encl:** As above

  
28.12.11  
(Deepak Garg)  
**Addl. GM(IT-CFA)**

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भारत संचार निगम लिमिटेड  
(भारत सरकार का उद्यम)  
BHARAT SANCHAR NIGAM LIMITED  
(A Government of India Enterprise)

आर. के. उपाध्याय  
अध्यक्ष एवं प्रबन्ध निदेशक  
R. K. Upadhyay  
Chairman & Managing Director

D.O. No. 1-10/2009-IT-CFA  
Dated: 20<sup>th</sup> June, 2011

Dear Shri

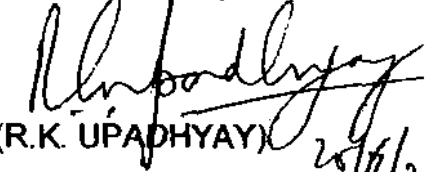
**Subject: Promotion of online bill payment facility among subscribers regarding.**

I have seen letter dated 10.06.2011 issued by CGM IT Project Circle whereby it has been intimated that Online bill payment for landline has been implemented for all CDR migrated SSAs. The procedure for availing the facility by the subscriber is mentioned in the aforesaid letter form CGM ITPC.

It is observed that trend to make online payments is getting popular in our country. Hence there is an urgent need to give wide publicity to the online payment features that have become available in CDR migrated SSAs. You may ensure that all landline / broadband subscribers of BSNL are informed that they can make online bill payment and avail 1% rebate as credit in their next bill. This will also make revenue collection of BSNL more efficient. I may be apprised about the steps taken by the circle in popularizing the online bill payment facility of BSNL.

With regards,

Yours sincerely,

  
(R.K. UPADHYAY) 25/6/11

41A  
Shri  
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Bharat Sanchar Nigam Limited

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

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**Information Technology Cell - CFA**

No.11-2/2011-CDR/IT-CFA/Vol.III/Pt

Dated: 21.10.2011

To

Chief General Managers, BSNL  
All Telecom Circles/Metro Districts

**Subject: Publicity of availability of useful features post migration of SSAs to CDR System, regarding.**

1. This is in continuation to this office letter of even no. dated 04.08.2011 (copy enclosed) regarding the above mentioned subject whereby it has been requested that wide publicity of the new features / procedure post CDR migration may be given by the Circles /SSAs through Press Notes to media, newspapers and printing of detailed information on 1<sup>st</sup> page of the landline telephone bills generated through CDR, for information of customers and to popularize the facilities.
2. IT Project Circle Pune has been sending its monthly newsletter to all the BSNL officers through e-mail. The recent newsletters for the last few months particularly August, September and October 2011 have been dedicated to the features available in the CDR system (copy enclosed). All the officers / staff should get aware with the new CDR System features mentioned in the regular monthly newsletters by ITPC.
3. Further, it is requested that Circles / SSAs may also focus on popularizing the benefits of CDR System among customers & staff and make efforts in creating a better perception so as to facilitate in retention of the exiting customers and also attract new customers.

Encl: As above

  
(Prem Chand)  
Manager(IT-CFA)



[Information Technology Cell-CFA]

No.11-2/2011-CDR/IT-CFA/Vol.III/Pt

Dated: 04.08.2011

To  
Chief General Managers, BSNL  
All Telecom Circles/Metro Districts  
**Subject: Publicity of availability of certain features post implementation of CDR system regarding.**

IT Project Circle has informed that subsequent to implementation of CDR system the following features have been made available in CDR system.

**1. SMS Alert on bill issue for landlines**

This feature has been implemented across all the four zones and SMS alert is being given to all the BSNL landline customers on their registered mobile number (both BSNL and other private operator's mobile numbers) with CDR system. To avail these services customer has to register his mobile number (BSNL mobile number or other private operator's mobile number) with CDR system. Detailed information for registering mobile number with user manual are available on <http://portal.bsnl.in/portal/flashservices/index.html>.

**2. SMS based service on outstanding dues information:**

This feature is available on inbound SMS service basis. Currently the inbound SMS service is available from BSNL mobile phones only using the short code +53334 and unable to offer these service with mobile numbers of other operators due to technical limitations at GSM SMSC center. To facilitate the same long gateway equipment is required at GSM SMSC center which is not available at present.

**3. Usage pattern :**

A summary of bills/payment made/ calls made by the subscriber is available for the last six months on Web Self Care (WSC) Portal and subscribers can monitor their usage pattern at ease.

In this regard it is requested that wide publicity of the above features / procedure may be given by the Circles /SSAs through Press Notes to media, newspapers and printing of detailed information on 1<sup>st</sup> page of the landline telephone bills generated through CDR, for information of customers and to popularize the facilities.

*NK*  
*04/08/2011*  
(N.K.Gupta)  
PGM(IT-CFA)

**Copy to:** CGM IT Project Circle, Pune for kind information and necessary action. The ITPC Zonal Centers may also intimate the customers through IVRS.

for August, 2011

### ONLINE BILL PAYMENT AND WEB SELF CARE

Since migration to CDR, online bill payment is catching up among customers very fast and increasing monthly at a rate of 10-15%. Since Jan '09 to Jul'11, Landline bill payment online at BSNL portal per month has increased from Rs 1 cr to Rs 10.25 cr and number of customers making online payment has increased from 15,000 to 1.27 Lakh per month.

Online Bill Payments for are accepted from BSNL Portal (bsnl.co.in). This facility was available from BSNL Portal even before CDR project implementation. With CDR project implementation we have started Web Self Care (WSC) service. This article explains the relationship between Portal and WSC and

how the customer is expected to use them.

#### Online Payment

Online payments are accepted only from BSNL portal (bsnl.co.in) for migrated and non migrated SSAs. An one-time registration is required to make these payments. However, to ease the process of making payment, a new QUICK PAY facility has been introduced recently at BSNL portal. In this, the customer provides his phone no, bill account no, name and address to make payment. He is registered at portal and id/password is sent by SMS, which he can use next time. Forgotten password also can be retrieved by SMS. This facility has already become very popu-

lar. Online Bill Payment is beneficial for everybody. The customer will get 1% rebate on next bill and for BSNL, there is less queue and manual work at payment counters.

We are requesting all SSAs to give publicity and encourage more customers to make online bill payment.

SSA wise report for online bill payment for last 3 months are available at :

BSNL Intranet > IT Circle Project Tracker > Customer Care portal Web Self Care

After CDR project implementation, a web facility called Web Self Care (WSC) has been introduced which is accessible by customers from web at :

selfcare.sdc.bsnl.co.in (south zone)  
selfcare.edc.bsnl.co.in (east)  
selfcare.wdc.bsnl.co.in (west)  
selfcare.ndc.bsnl.co.in (north)  
While the CDR migrated customers can make bill payments from BSNL portal, for viewing and printing bills, call details, broadband usage details etc, the customer has to register and login at WSC. Links for Quick Bill Pay has been provided at WSC, so that after viewing bill at WSC, if he wants he can pay bill by going to BSNL portal. A link for Quick pay has been provided on the login page of WSC also before login, so that a customer arriving at WSC can pay bill without login.

Currently, customer has to maintain two login id/passwords for Portal and WSC. He should use Portal for Bill Payment and WSC for other functionalities.

### MOBILE ALERTS AND INTERACTIVE SMS SERVICES FROM CDR

Almost every Landline customer today has a mobile number. We are trying to improve customer relations by sending service related information to customers by SMS and provide interactive services on SMS. For this we have to collect mobile numbers (BSNL or other operator) for each Landline Customer for this purpose.

#### Mobile alerts sent from CDR CRM

1. Order creation
2. Order completion
3. Casual connection disconnection
4. Customer birthday wishes
5. Fault Docket creation
6. Fault Docket closure

#### Billing

1. Invoice generated
  2. Payment reminder, 2 days before due date (batch)
  3. 80% Usage alert (batch) - South only
- PMS (Payment System)

1. Payment acknowledgement (realtime)

Mobile SMSes are sent to BSNL and non-BSNL mobiles.

Interactive SMS Services are provided for:

1. Landline and Broadband Fault booking
2. Bill Enquiry
3. List of Queries
4. Help on a Query

The mobile number can be collected in several ways from the customer.

A. At bsnl.co.in website home-page customer may click at a banner to register mobile. He has to provide Telephone no, Account No (for authentication), Mobile no and Email Id (optional).

The mobile no after authentication will be updated into his CRM Database and the customer will start receiving the alerts.

B. A Toll free short code 53334 has been made available. BSNL mobile customers can use this number to register his mobile.

a. To register mobile: Send SMS  
REG<space><STD Code-Tel No><space><Billing Account Number>

b. To register mobile and mailid  
REG<space><STD Code-Tel No><space><Billing Acct Number><space><Email Address>

c. To book a Landline Fault

FLT<space><STD Code-Telephone No>

d. To book a Broadband Fault

BFT<space><STD Code-Telephone No>

Customer gets back an acknowledgement with docket no.

e. Bill Enquiry

BILL<space><STD Code-Telephone No>

f. List Keywords for Interactive commands

g. Help on a Keyword

HELP<space><keyword>

Currently the limitation of this service is that it is available for BSNL mobile numbers only.

C. For BSNL and non BSNL mobile numbers, the customer

can also register his mobile mobile by sending an SMS to 09404001111. The mobile number will be taken from CLI.

(a) For Registration of Mobile. Send SMS:  
reg<space><LL No>\* <account number>  
Ex: reg 07712593793\*10001361147

(b) For Registration of mobile no. & Email ID, Send SMS  
reg<space><LLNo>\* <acctno>\* <email>  
For example:  
reg 07712593793\*10001361147\*abcd@xyz.com

(c) For Cancellation of both mobile and email address, Send SMS  
can <space><LLNo>\* <account number>  
For example -  
can 07712593793\*10001361147

(d) For Cancellation of Mobile no only, Send SMS  
canm <space><LLNo>\* <account number>  
For example:  
canm 07712593793\*10001361147

Customer can modify his mobile number by sending another registration request, which will overwrite the previous number. This facility is now available in South and East Zones.

D. Customer can also register his mobile from Web Self Care.

SSAs should encourage customers to register their mobile nos.