



Bharat Sanchar Nigam Ltd.

[A Govt. of India Enterprise]

10th Floor, East Wing, Chandralok Building, 36, Janpath,
New Delhi-1.
[PG Section]

NO. 24-7/2009-PG (CSC)

Dated 15th June, 2009

To

**The Chief General Managers
All Telecom Circles/Telephone Districts
Bharat Sanchar Nigam Limited**

Subject: Re-orientation of Customer Service Centers.

Sir,

As you are aware, BSNL has embarked upon restructuring of its organization and related functionalities on the lines of major business verticals. As a consequence, there have been changes in hierarchy, designations as well as relocation of functions. As a part of this restructuring and for management of all Customer Service Centers (CSCs) from a sales and customer service prospective, a cell has been created under GM (CSC) which shall cater to both the business units; Consumer Fixed access (CFA) and Consumer mobility (CM). In order to transact daily business of these CSCs, DGM level officers have also been instituted at Circle and Large Regions.

As we know, these CSCs have been imparting useful service to BSNL customers in their assigned role of first level contact. However, when it comes to state of art customer facilities and top of the class user experience, there seems to be ample scope for improvement as well as standardization. As we set about for a make over, the first logical step could be to take stock of existing state of affairs and then to move forward to create CSCs of tomorrow. Towards this end following actions are proposed to begin with :

1. An officer of the level of DGM may be designated as DGM (Customer Service Centers) in the Circle/ District Office who shall be the coordinating point at the circle level for CSCs in the operational jurisdiction of the circle and interface with this office. Name of DGM (CSC) and his contact details, such as phone, fax and mobile numbers, e-mail addresses etc may be furnished on urgent basis.

2. Details of working CSCs: Following details may be given for the existing CSCs in suitable format urgently.

- Number of working CSCs SSA/SDCA wise
- Structure of CSCs in both Category I & Category II
- Range of products and services offered by CSCs
- Other activities if any assigned to CSCs of both categories
- Revenue and profit generated by CSCs
- Manpower; working as well as supervisory at the CSCs

In addition to above any other information, idea/ suggestion for improvement of CSCs may also be given. As we intend to undertake steps for possible improvement or standardization targets of CSCs in BSNL's 100 days programme commencing June 20th 2009, the information sought as above may be sent on priority, latest by 30th June, 2009.

With regards.



**(Narendra Kumar)
General Manager (CSC)**

Copy for information to: Dir.(CFA), Dir. (CM)

This letter has been uploaded on the intranet.