



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

01.04.2013

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, regarding.

1. Loyalty Program is the structured marketing effort to encourage customers to use landline more and also increase retention by way of rewarding loyalty of a customer towards BSNL. MC of board has approved the Loyalty Management Scheme for Landline and BB customers.
2. Accordingly, it has been decided to implement Loyalty Management Scheme for Landline and Broadband customers **w.e.f 1st April 2013**.
3. BSNL Loyalty Management Scheme is a reward program through which loyal customers get reward points when customer uses BSNL landline and Broadband services. The reward points earned can be redeemed in terms as free MCUs for making free call on BSNL on-net calls. The Salient features of this scheme are as follows:

2.1 Loyalty Scheme Details :

2.1.1 Entitlement:

- 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.
- ii. The following customers are not entitled for loyalty program:
 - a) PRI/Franchisee/EPBX/PCO/VPT/CSC/Service Connections.
 - b) ES enrolled accounts including their child accounts.
 - c) Connections for serving/retired employee of central Govt. /state Govt. PSUs etc. are entitled for 20% discount on FMC/usage under broadband plan, 20% scheme enrolled customers.
 - d) Annual, Biennial, Triennial Customers who are already availing certain discounts or concession are not eligible.

2.1.2 Loyalty Reward Points :

- 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.

2.1.3 Redemption Rules :

- i. Customer can redeem Loyalty points after 180 days of from the date of earning loyalty points first time.
- ii. Redemption will be in terms of Free MCUs on BSNL On net calls only. One Point is equivalent to one free MCU.
- iii. Redemption can be done in block of minimum 25 points and maximum 500 points (Multiple of 25 points).
- iv. Outstanding amount at the time of redemption has to be zero.

1.4.13

2.1.4 Redemption Channels :

- i. Call Center – Customer can call the call Center by dialing 1500 and give redemption request.
- ii. Customer can log in to WSC portal and post a request for redemption.
- iii. Customer can approach Customer service Center and give redemption request.
4. Further, FAQs on BSNL Loyalty Management scheme is also enclosed herewith for wide circulation amongst customers.
5. You are requested to give wide publicity of the scheme to the customers. For any further clarification, ITPC may be contacted.

Encl: FAQs on Loyalty Management Scheme.


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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) for kind information and necessary action please.

Frequently Asked Questions (FAQ) on BSNL Loyalty Management Scheme

Q1: Who is entitled to earn loyalty reward point ?

Ans : Individual BSNL customers who are availing landline and broadband service are eligible to earn reward points . However , ISDN PRI/Franchisee/EPBX/PCO/VPT/CSC/Service Connections for serving /retired employee of central Govt /state Govt PSUs etc entitled for 20% discount on FMC /usage under broadband plan , Electronic stapling enrolled accounts including their child accounts, 20% scheme enrolled customers, Annual, Bi-annual and Tri-annual customers who are already availing certain concession or discounts are not eligible .

Q2: How do I earn the points?

Ans : One loyalty reward point is rewarded for every Rs.50 invoice paid within pay-by-date for customers whose monthly bill amount is Rs. 400 and above and Bi-Monthly amount is Rs.800 and above .

Q3 : If my monthly telephone bill for land line and broadband services is less than Rs. 400 or bimonthly bill is less than Rs 800 . Will I get Loyalty rewards points?

Ans : No. Customers paying monthly telephone bill amount Rs.400 and above and paying Bi-monthly bill amount Rs 800 and above are eligible to get reward points .

Q4 : If telephone bill is paid after pay by date . Will I get Loyalty rewards points?

Ans : No. Customers who are paying their telephone bills within pay by date eligible to get loyalty reward points .

Q5 : When it is possible to redeem loyalty point earned ?

Ans : Customer can redeem Loyalty points after 180 days from the date of earning loyalty point first time . Redemption will be in terms of Free MCUs (Metered call units) ie one point is equivalent to one free MCU which will be adjusted against calls made by customers on BSNL network (On- net calls)only.

Q6 :Whether , Loyalty points can be redeemed for making free calls on other operator network (Other than BSNL).

Ans : No. Loyalty points can not be redeemed for making for making calls on network within BSNL network.

Q7 :One Loyalty points is equal to how many calls?

Ans : One Loyalty reward points is equal to one metered call unit for calls made within BSNL Network .

Q8 :Can I redeem the Loyalty points if my last bill is not paid or have some outstanding?

No. Loyalty points can be redeemed only if there is no outstanding payable to BSNL at the time of redemption .

Q 09: How many points can be redeemed at a time (min and max value) ?

Ans : Redemption of Loyalty points can be done in block of minimum 25 points and maximum up to 500 points at a time (multiple of 25 points) .

Q10 : Do I have to use Free MCUs(Metered call units) before next billing cycle ?

Ans : Yes . MCUs(Metered call units) allotted on redemption of reward points need to be used before next bill cycle .

Q 12 : Can I redeem more than 500 Loyalty points if my balance reward points are more than 500 points in my account ?

No. Maximum Loyalty points that can be redeemed for one bill cycle are limited to maximum 500 points at a time .

Q 13 : How can I redeem the Loyalty points ?

Ans : First check your eligibility and if eligible you can redeem reward points through following channels –

- Logon to zonal web self care (WSC) portal and place their request for redemption on online basis .
- By approaching BSNL Customer Service Center and give redemption request .
- By approaching BSNL Call Center by dialing 1500 and give redemption request .