



No: 70-12/14-BB

Date: 11.07.2014

To

The CGMTs

All Telecom Circles/ Telecom Districts.

Subject: Revised BSNL internal Benchmark for Broadband Provisioning and Fault Clearance, regarding.

1. From the review of operational parameters of various circles it is noted that Broadband provision and fault clearance in majority of cases is taking from 4-15 days.
2. Provisioning time of Broadband of 4-15 days is not understood as Landline is already working and hence line is feasible.
3. Similarly fault clearance time of 4-15 days is unbearable and customer in most likelihood shall leave BSNL Broadband services and subscribe to alternate source. This has been highlighted in a recent research conducted by BB cell through a professional agency which interacted with the present and Ex-customers of BSNL and reported that 76% of customers that left BSNL indicated that BB fault clearance was taking longer time.
4. This you can also very well appreciate that for how long a duration you can afford your residence BB number to be out of order especially when children are to use BB for educational requirements.
5. Hence there is a need to acquire the broadband customers as much as possible and also serve them better and attend their faults expeditiously. Therefore, following BSNL internal benchmark is decided for Broadband services w. e. f. 1st Aug'14 :
 - i. Provisioning 95% within 3 days
 - ii. fault Clearance 95% Within 24 hours

Note: For achieving broadband provisioning & fault clearance benchmark as mentioned above, working hours shall be from 9 AM to 9 PM seven days a week (including Saturday & Sunday).

6. Since achieving the above benchmark is a must for countering competition, hence it is decided that SMS alerts shall be immediately sent to JTO/SDE (O/D) mobile number through CDR system as soon as the BB OB is generated or the BB fault is booked in CDR system.

(N. Meikanta Manickam)
GM (NWP-BB)

Copy to:

1. CMD for Kind information please.
2. ED (F) for Kind information please
3. CGM ITPC Pune (for action on Para 6)
4. Sr. GM (NWO-BB&IN), BSNL CO, New Delhi for necessary action please.
5. GM (NWO-CFA), BSNL CO, New Delhi for necessary action please.