



[Information Technology Cell-CFA]

No. 11-2/2012-CDR/IT-CFA

Dated: 21.05.2012

To

Chief General Managers,
All Telecom Circles / Metro Districts

Subject: Capturing of Mobile Numbers and e-mail IDs of Landline / Broadband subscribers in CRM of CDR System.

1. You are aware that CDR System has gone live in all 334 SSAs of BSNL. It is important for us to make use of the features available through this system for the benefit of our esteemed customers.
2. One of the facilities available in CDR system is to send SMS alerts and e-mail communications to our customers. Some such SMS alerts are as below:
 - Bill amount, payment reminder and payment received alert
 - Fault booking acknowledgement and clearance intimation
 - Broadband usage limit alert etc.
- 2.1 Also CDR system is capable of sending telephone bills on customer's e-mail ID registered with CDR system.
3. In this regard please refer to Director (CFA)'s DO letter of even no. dated 19th March 2012 (copy enclosed) whereby it was requested to ensure that the %age of subscribers who have registered their mobile numbers and e-mail addresses in CDR system increases to 80%. The annexure of aforesaid DO letter is letter dated 09.03.2012 by CGM ITPC on the subject of promotion of CDR features like online payment, Mobile and e-mail alert services for improving quality of service and customer experience / satisfaction. In this letter by ITPC, procedure for registration of mobile numbers and e-mail Ids is given in detail.
4. However, it is observed that in most of the circles, the percentage of registered mobile numbers in CDR system is quite less and need to be made 100%. In case SSAs intend to do a bulk uploading of data from the backend system, a template is enclosed as Annexure to share the data with the respective Data Center for bulk uploading from backend. It is requested that Heads of SSAs of your circle may be directed to interact with GMs of respective CDR Data Centers to get aware of weekly progress report to find out how much mobile data has been captured and how much is pending for their SSAs .
5. You are requested to direct the SSA Heads to make concerted efforts to collect mobile numbers of 100% Landline / Broadband subscribers along with their e-mail Ids (as far as possible) and feed the same in the CDR system. This activity shall be completed positively by 30th June 2012. Compliance in the regard may be sent to this office.

Encl: (i) Director(CFA)'s DO letter of even no. dated 19.03.2012 along with its annexure
(ii) Bulk uploading Template

(H.R.Shukla)
Sr.GM(IT-CFA)

Copy to:

1. Director (CFA) BSNL Board
2. CGM ITPC, Pune for necessary action
3. Sr.GMs / GMs of CDR Data Centers (Kolkata/Hyderabad/Chandigarhi/Pune) for n/a.

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

राजेश वधवा
निदेशक (सी०एफ०ए०)
Rajesh Wadhwa
Director (CFA)

DO No. 11-2/2012-ITPC/ITCFA
Dated the 19th March 2012

Dear Shri.....
(All Chief General Managers)

I am enclosing herewith a copy of letter No. ITPC/CDR Project/General/2011-12/Part-IV/47 dated 9th March 2012 addressed to all the CGMs, Territorial Circles, BSNL by Shri T.K. Sen, Chief General Manager, ITPC Pune the copy of which is endorsed to the undersigned in regard to promotion of CDR features like Online payment, mobile and e-mail alert services for improving quality of service and customer experience/satisfaction.

In the aforementioned letter he has highlighted several customer care facilities which can be fully utilized in our CDR billing system. Now, since most of the SSAs have already migrated to CDR billing system, I would request you to kindly bestow your personal attention to see that the percentage of subscribers who have registered their mobile numbers and e-mail addresses with us increases to over 80 per cent. Other useful facilities mentioned in the letter may also be got publicized.

With Best Wishes,

Encl: As above. (3 pages)

Shri.....
Chief General Manager,
.....
Bharat Sanchar Nigam Ltd.
.....

Yours sincerely,


[Rajesh Wadhwa]

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

ITPC/CDR Project/General/2011-12/part -IV/47

Dated 09-03-2012.

To,

All The CGMs, Territorial Circles, BSNL.

for (H/O Pitho D/O)
This needs to be emphasized to all the CGMs & SSA heads. Please take action accordingly. Let me know.

Subject : Promotion of CDR features like Online payment , mobile and Email alert services for improving quality of service and customer experience /satisfaction - reg.

The CDR project migration is expected to be completed by April 2012. One objective of the CDR project was to improve the quality of service rendered in respect of BSNL Landline /BB service with enhanced customer experience /satisfaction . In this regard, I would like focus the following areas where some action by the Circles / SSAs may go a long way towards improving customer satisfaction.

Online Bill Payment services through BSNL Portal

CC: GM (CDM)

It is noted that Since CDR project implementation, the online Bill payment has gone up from Rs 1 Cr per month (In Jan'09) to Rs 20Cr per month (in Jan'12) and increasing at a rate of 10-15% per month. I am enclosing SSA wise data of Online Bill payment for your SSAs. This user friendly service should be given more publicity by all SSAs. This reduces our load at counters and customer gets 1% rebate in next bill.

Mobile Customer Alerts and Email services

The CDR system is capable of sending the following SMS alerts to customers:

- Bill amount , payment reminder and payment received alert
- Fault booking acknowledgement and clearance intimation
- Query of Bill amount
- Broadband usage limit alert

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Further, Bills are being sent on customer's registered email id with CDR system , However, barring a few SSAs the number of mobile numbers and emails registered in the system is very low. I am enclosing the SSA wise status for your circle for your reference .

The mobile number registration involves collection of four information, namely the telephone number, account no printed on bill, mobile no and Email id .

This registration can be done in any of the following ways by the customer:

1. Go to bsnl.co.in > Get service at a flash > Register mobile or email
2. Send SMS at 09404001111 (details provided at webpage at (1) above & copy enclosed)
3. Through Web Self Care Portal
 - (i)North Zone <http://selfcare.ndc.bsnl.co.in> (ii)West <http://selfcare.wdc.bsnl.co.in>
 - (iii) South Zone <http://selfcare.sdc.bsnl.co.in> (iv)East <http://selfcare.edc.bsnl.co.in>

Some circles have proactively called up the customers from call centre and collected the mobile numbers. Another simple way to collect mobile no can be to print small slip forms (3"X3" approx) with the above information and collect it from the customer at Bill payment

Annexure III

Comparative Statement Showing Circle Wise Mobile Count and Email Ids of I.L. Customers Registered in the CDR System

S/NO	Circle	Working Connections	Reg Mobile Number	%Reg Mobile Number	Reg Email Id	%Reg Email Id
1	MH	1894560	142062	7.50	50505	2.67
2	MP	705800	83532	11.82	21161	2.99
3	CH	141772	7413	5.23	5220	3.68
4	GJ	984996	122481	12.43	21977	2.23
5	AP	1914518	1258124	65.71	150643	7.87
6	KL	2616027	780770	29.84	26189	0.01
7	KT	1060830	191394	18.04	49470	0.04
8	TN	1672984	392558	23.46	104993	0.07
9	AN	16306	2599	15.94	226	1.39
10	AS	225276	31247	13.87	10501	4.66
11	BR	378429	63904	16.88	10828	2.86
12	JH	222600	7215	3.24	12379	5.56
13	N-1	146735	10101	6.88	4147	2.82
14	N-2	83146	187	0.22	387	0.46
15	OR	481797	45749	9.49	31285	6.49
16	WB	637193	12223	1.91	19361	3.03
17	HA	598866	191320	31.95	19032	3.18
18	HP	302498	5221	1.73	3580	1.18
19	JK	207234	1666	0.80	6970	3.36
20	PB	1107959	108567	9.80	19427	1.75
21	UE	788468	10303	1.31	20632	2.62
22	RJ	1062985	77914	7.33	33858	3.19
23	UT	218356	5107	2.34	8286	3.79
24	UW	412768	94318	22.85	13094	3.17
25	KO	990998	128794	13.00	159205	16.07
26	CN	789371	375221	47.53	159015	20.14

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