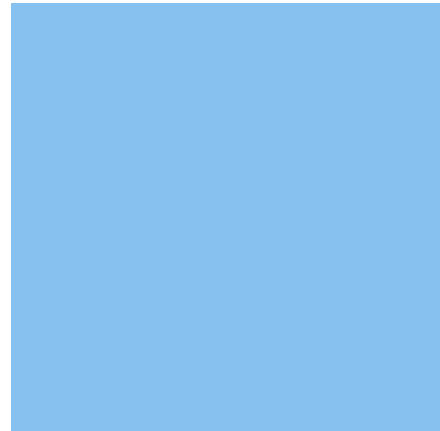
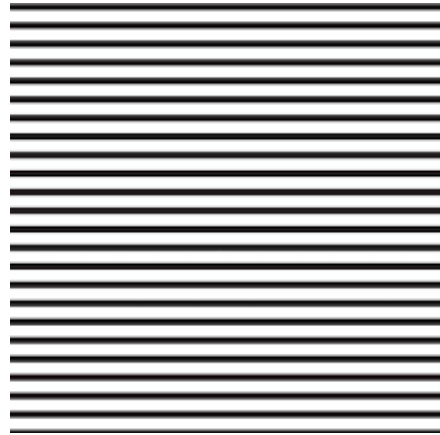




Diagnostic research to understand lapsage from BSNL landline & broadband



Report of Findings
June, 2017

Presented to : BSNL, New Delhi
Presented by: VoiceBack Technologies LLP, Bangalore



Diagnostic exercise to understand lapsage from BSNL landline & broadband connections

Introduction

BSNL wishes to understand why some of their landline and broadband connection users give up the BSNL connection

Findings

Voiceback Technologies helped them in setting up a mechanism to collect this data and understand the drivers for this lapsage

Recommendations

Voiceback Technologies developed a weblink*, which BSNL disbursed to its lapsed customers alongwith a request to answer the questions on the link

The customers responses were stored in VBT servers and analysed to understand their reasons for lapsing from BSNL connection

This presentation is made on the first **20,000 responses** collected from the lapsed BSNL customers

* <http://voicebacktechnologies.com/live/Surveys/2017/BBfeedback.aspx>

Dates of data collection → 24th May to 31st May, 2017

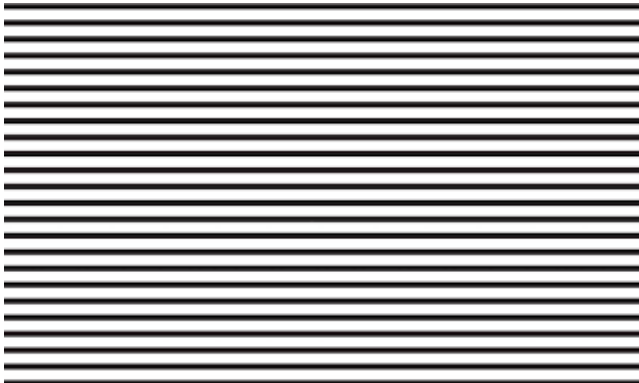


Diagnostic exercise to understand lapsage from BSNL landline & broadband connections

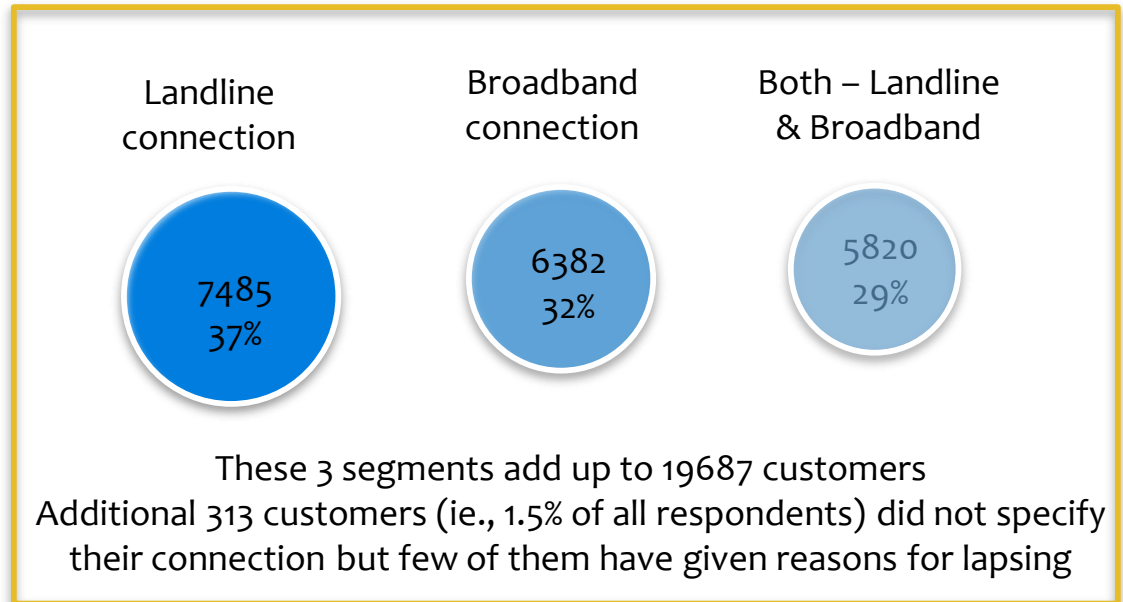
Introduction

Findings

Recommendations



Total customers who have responded → 20,000
Details of the disconnected 'connection'



First three of these segments have been reported separately in the subsequent slides of this document



Diagnosing lapsage from BSNL landline

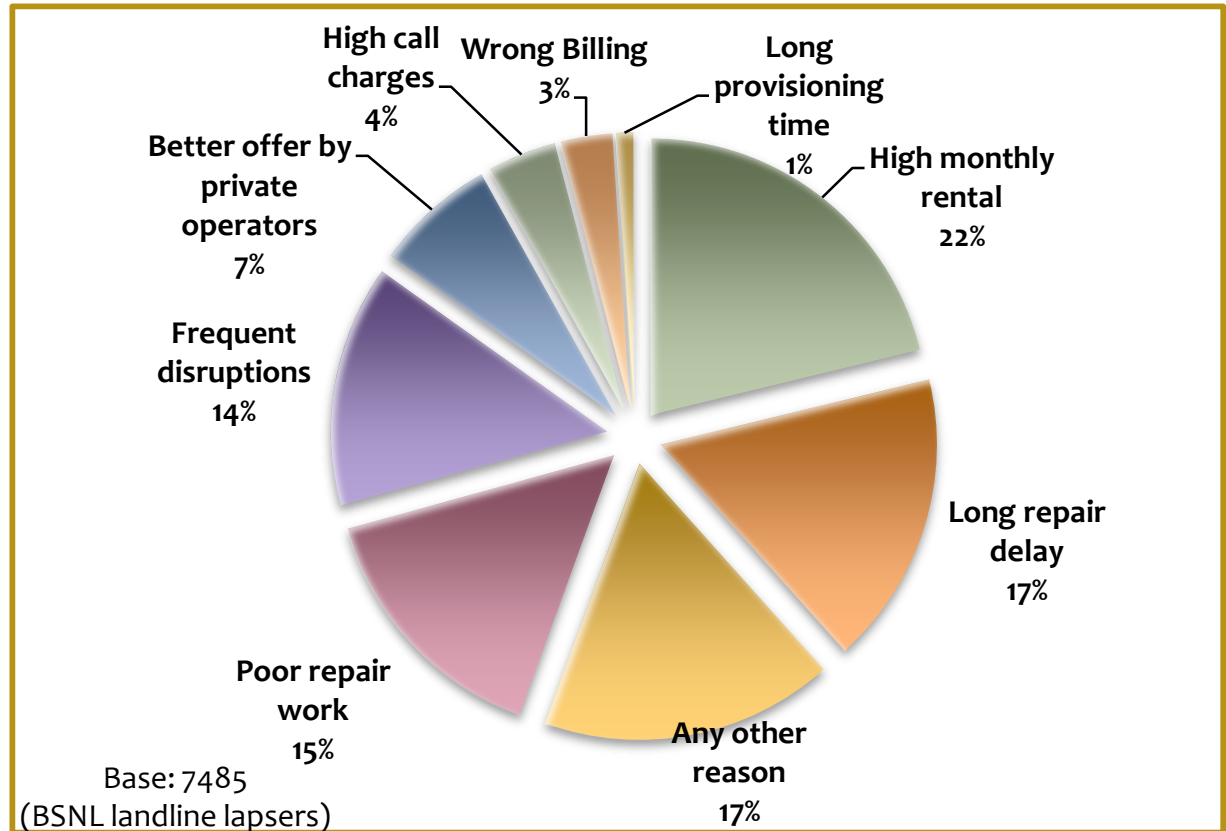
Main reasons for BSNL landline customers disconnecting are in hierarchy given below

- 1) High monthly rentals
- 2) Long repair delays
- 3) Poor repair work
- 4) Frequent disruptions
- 5) Better offer by private players

Key other reasons for lapsage are

- a) Change of address 3%
- b) Mobile phone 2.5%
- c) No need / use for landline 1%
- d) Poor service 1%
- e) Poor network 1%
- f) Cable related problems 1%

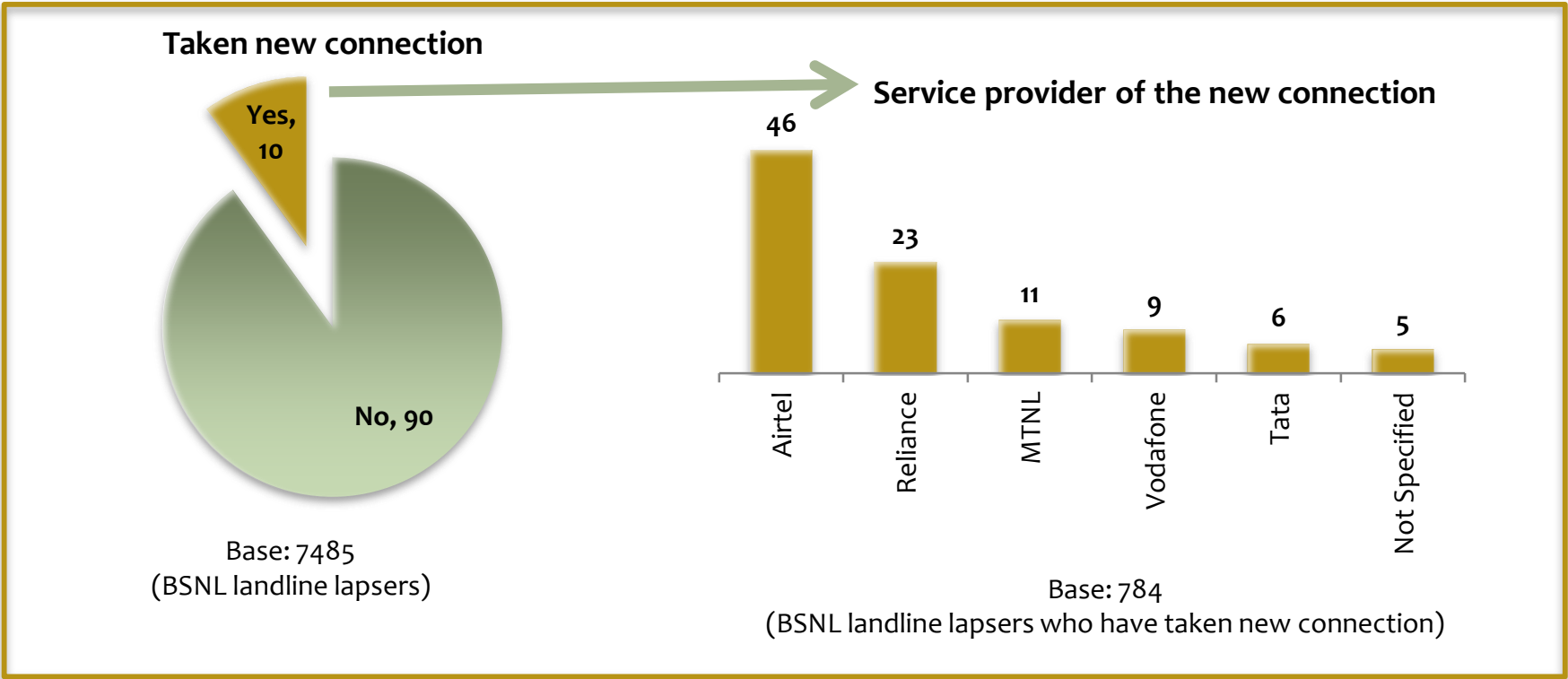
Segmenting lapsers by main reason for disconnecting BSNL landline





Diagnosing lapsage from BSNL landline

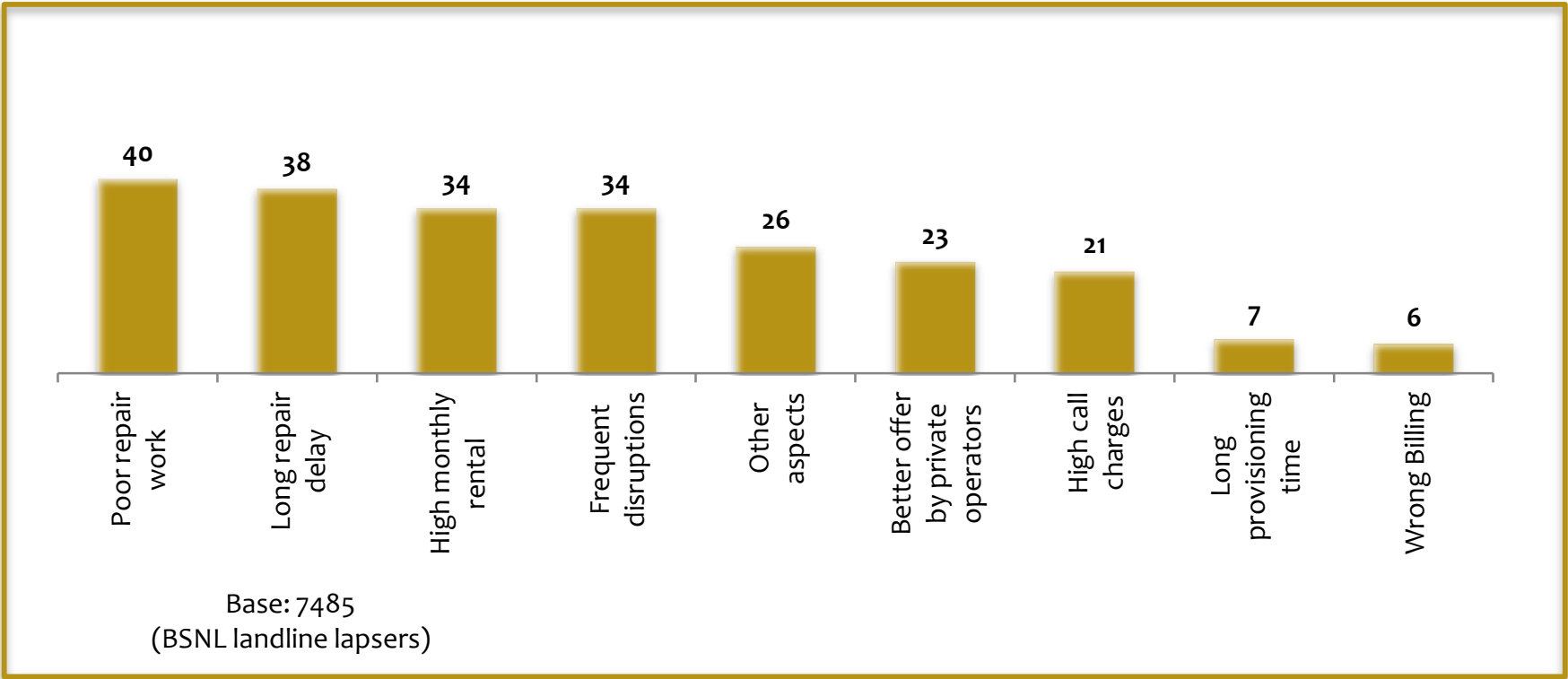
BSNL landline lapsers → post disconnecting BSNL landline





Diagnosing lapsage from BSNL landline

BSNL landline lapsers → dissatisfaction on parameters





Diagnosing lapsage from BSNL broadband

Main reasons for BSNL broadband customers disconnecting are in hierarchy given below

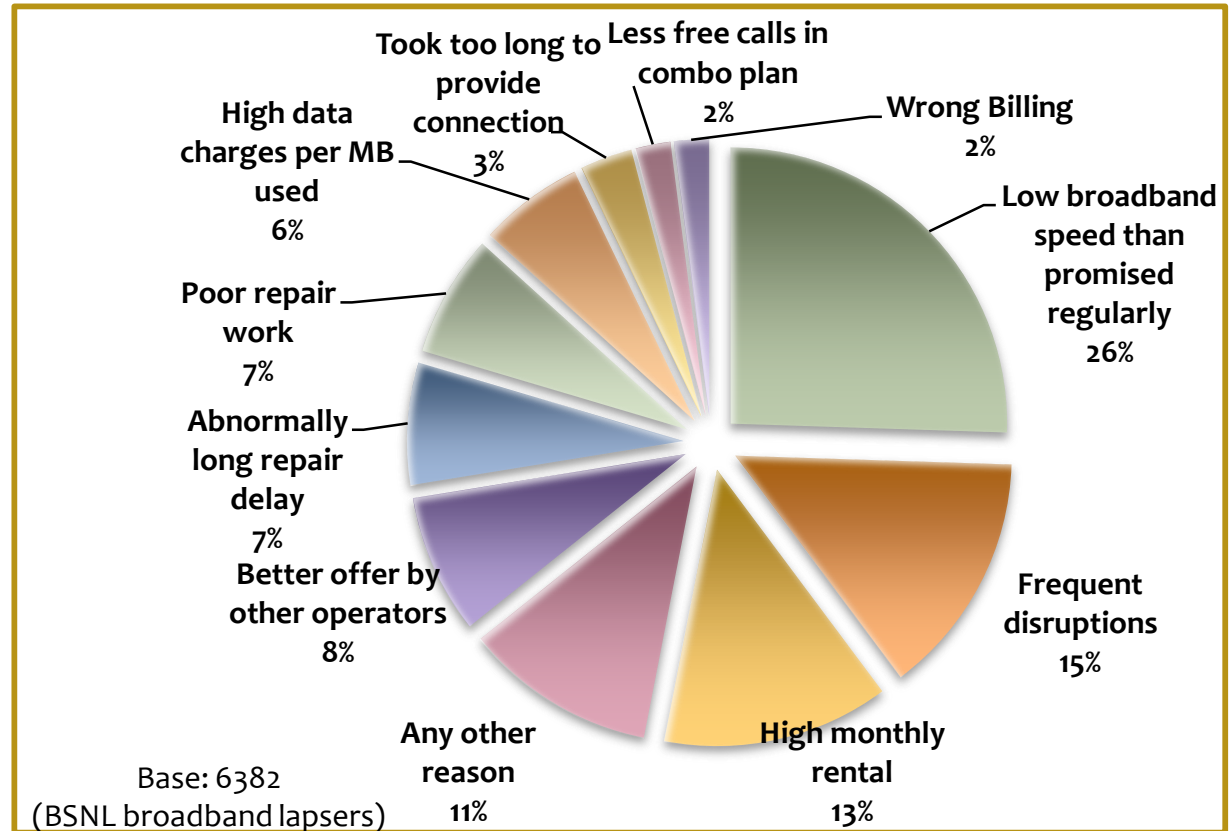
- 1) Lower broadband speed
- 2) Frequent disruption
- 3) High monthly rental
- 4) Better offer by other players
- 5) Long repair delays

Key other reasons for lapsage are

- a) Speed / network - ~3%
- b) Change of address ~1.5%
- c) Poor service - ~1%
- d) Billing related - ~1%

Few also claimed they have not disconnected the connection

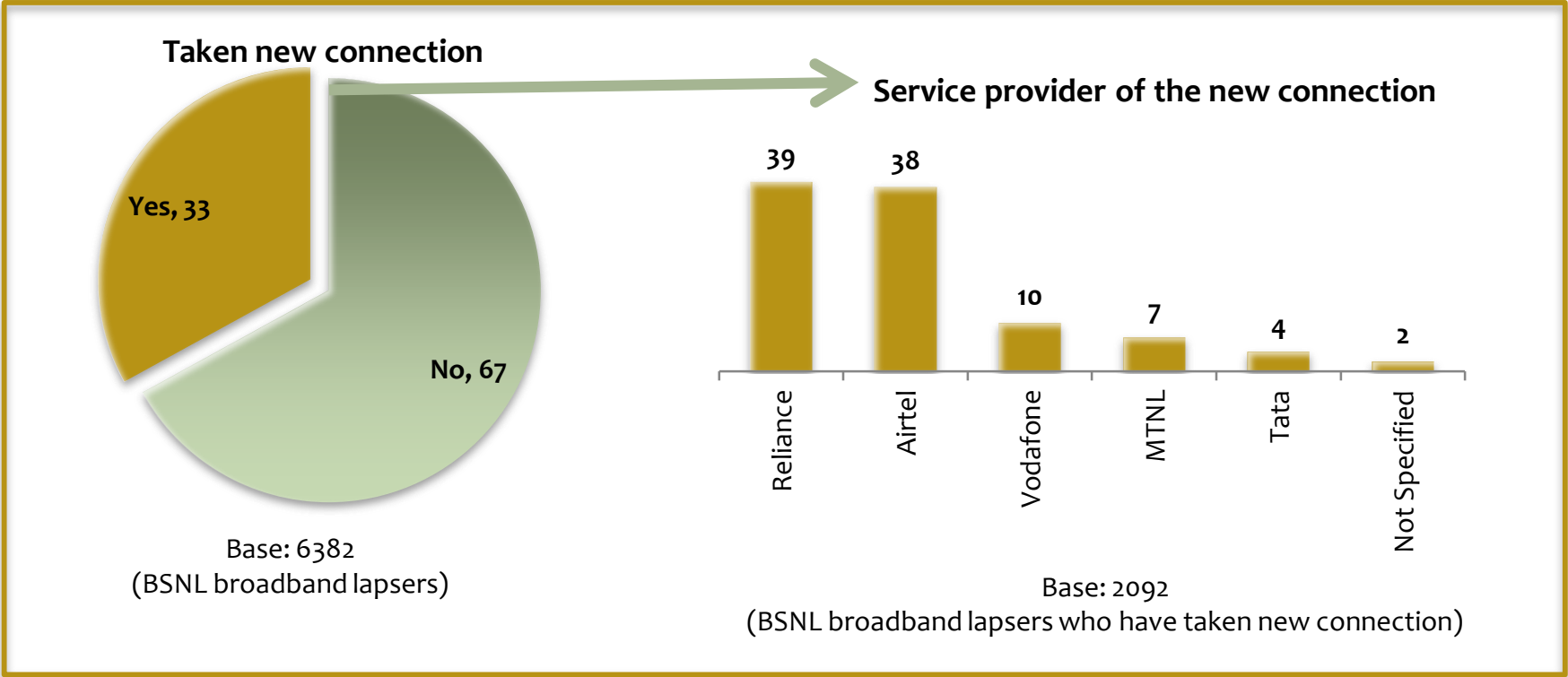
Segmenting lapsers by main reason for disconnecting BSNL landline





Diagnosing lapsage from BSNL broadband

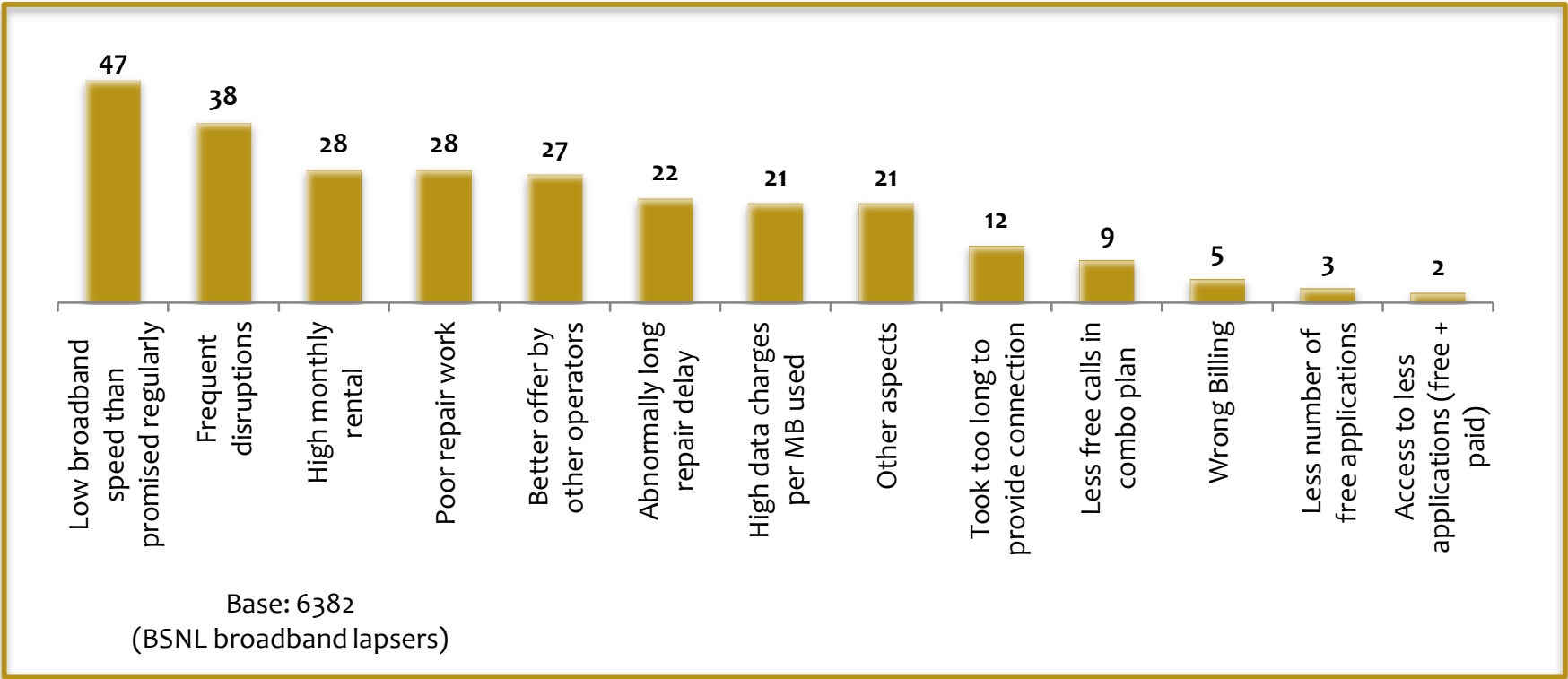
BSNL broadband lapsed → post disconnecting BSNL broadband connection





Diagnosing lapsage from BSNL broadband

BSNL broadband lapsed → dissatisfaction on parameters





Diagnosing lapsage from BSNL landline + broadband

Main reasons for BSNL broadband customers disconnecting are in hierarchy given below

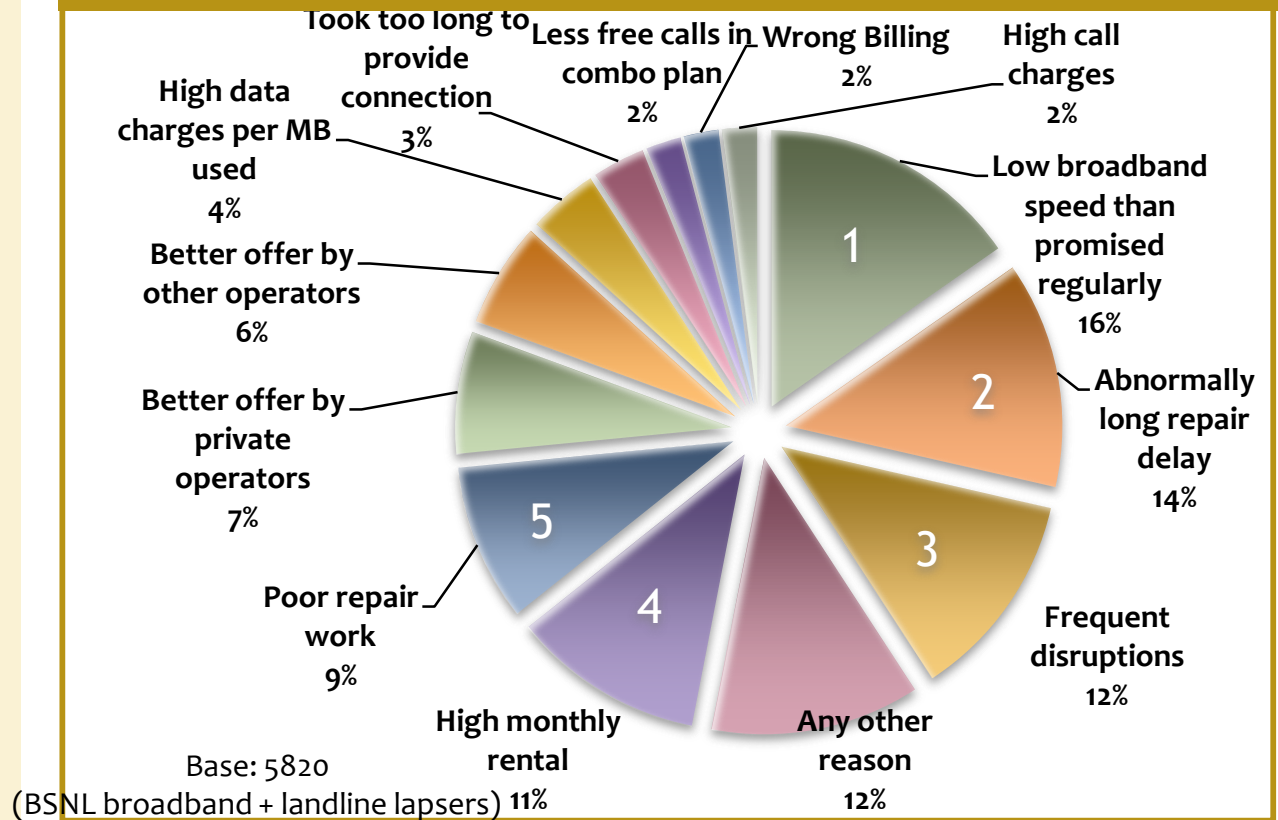
- 1) Lower broadband speed
- 2) Long repair delays
- 3) Frequent disruption
- 4) High monthly rental
- 5) Poor repair work

Key other reasons for lapsage are

- a) Change of address ~3%
- b) Poor service ~1.5%
- c) Speed / network – 2.5%

Few also claimed they have not disconnected the connection

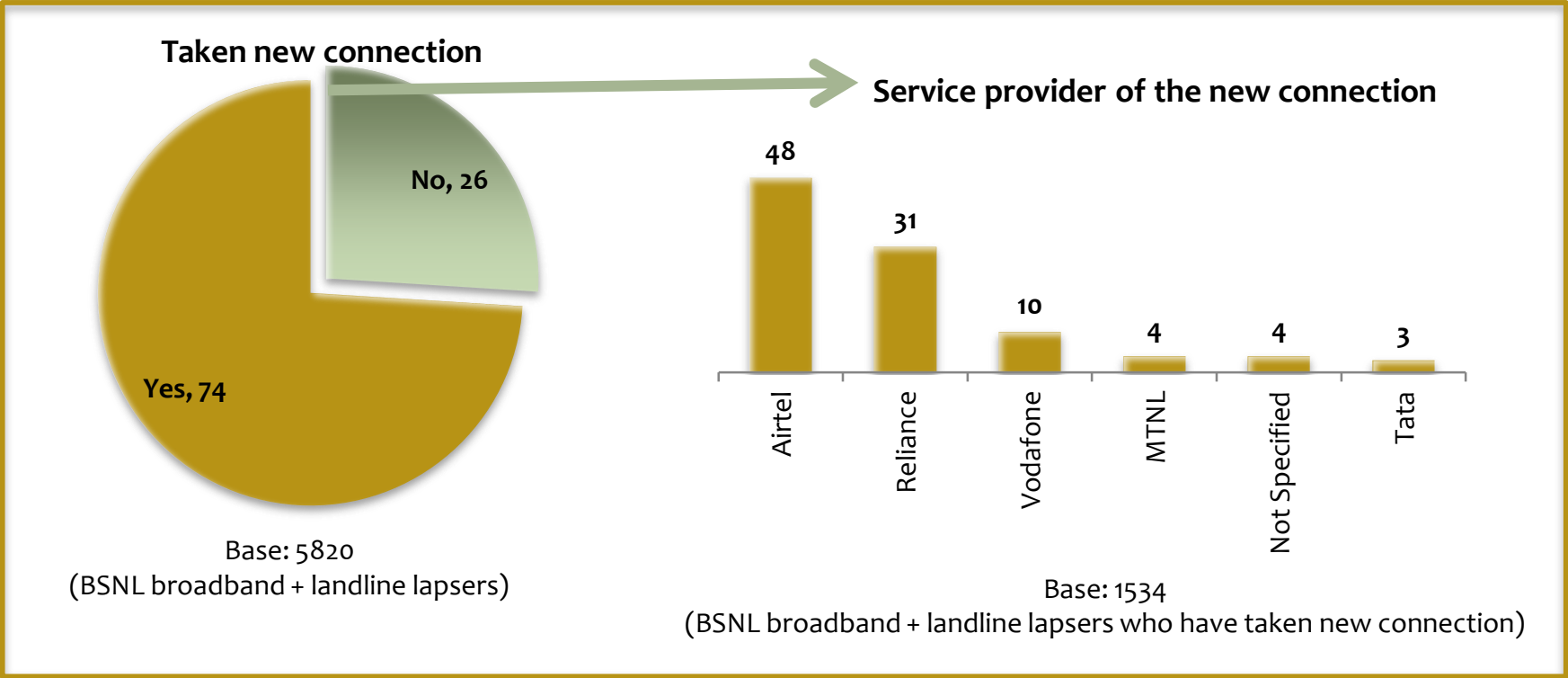
Segmenting lapsers by main reason for disconnecting BSNL landline + broadband





Diagnosing lapsage from BSNL landline + broadband

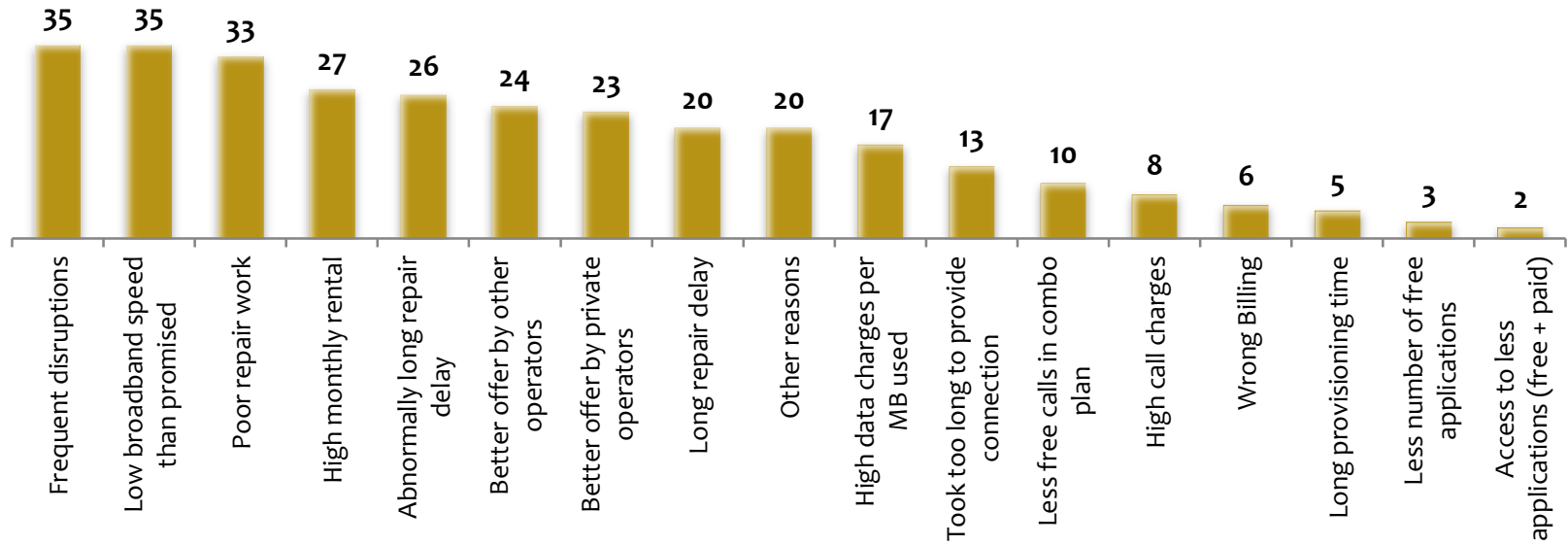
BSNL broadband + landline lapers → post disconnecting BSNL broadband connection





Diagnosing lapsage from BSNL landline + broadband

BSNL landline lapsed → dissatisfaction on parameters



Base: 5820
(BSNL broadband + landline lapsed)



Diagnostic exercise to understand lapsage from BSNL landline & broadband connections

Introduction

Findings

Recommendations

BSNL landline :- Lapsing is happening primarily for frequent disruptions followed by poor and delayed repair → driving almost half of all disconnections. This is followed by high monthly rentals

Recommendation for BSNL landline is to focus on reducing downtime by ensuring fewer disruption & fast repair → this will help bring lapsage down to half

BSNL Broadband :- Lapsing is happening primarily for lower speed than promised and frequent disruption+ delayed repair, followed by high monthly rentals. Those who have lapsed from broadband + landline also have same reasons and broadband dissatisfaction is making them lapse

Recommendation for BSNL broadband is to focus on ensuring promised speed and reducing downtime by ensuring fewer disruption & fast repair → this will help bring lapsage down to half

Thank you!

For latest updates, follow us on
www.voicebacktechnologies.com

