

NATIONAL FEDERATION OF TELECOM EMPLOYEES - BSNL



Recognized Union - Regd. No. 4906, Dated. 17-9-2001

Telangana Circle

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To
The Chairman and Managing Director,
BSNL, Corporate Office, New Delhi.

Sub: Strategic Recommendations to Enhance Service Delivery, Customer Satisfaction, and Revenue Growth in BSNL – Reg.

1. Strengthening Provisioning of FTTH, Broadband, Landline & Leased Circuits

- Mandating SLA-based timelines for new connections.
- Streamlining provision workflow between CSC → TIP → Field → NIB/OFC teams.
- Ensuring adequate fibre roll-out and OLT/port availability in high-demand zones.
- District-level dashboards for daily monitoring of waiting lists.

2. Network Maintenance Improvement

- Adoption of predictive maintenance tools using live alarms, optical power monitoring, and automated ping systems.
- Creation of "Zero Fault Clusters" with daily field checks.
- Periodic Network Health Audits by SDE/JTO teams.

3. SIM Issue Process and Recharge Follow-up

- Make SIM issuance fully app-based with:
 - eKYC auto-sync
 - instant activation

CSC/TIP/DSA real-time tracking of new SIMs and recharge follow-up for first 90 days to retain customers.

4. Upgradation of Plans

- System-based automatic reminders to customers for suitable plan upgrades.
- Freedom Plans/5G-ready plans to be promoted through CSC + WhatsApp + SMS campaigns.

5. Mapping Coverage and No-Coverage Areas

- Survey using mobile apps (e.g., Cell Signal/BSNL Field App).
- GIS-based mapping of:
 - weak signal pockets
 - fibre dark areas
 - high-demand potential localities.

6. Reasons for Non-Coverage

- Tower loading issues, fibre unavailability, power issues, and backhaul limitations to be captured via monthly reports.
- Prioritise upgradation of BTS where customer complaints exceed threshold levels.

7. Reasons for Customers Opting Out of BSNL

- A structured Exit Interview via SMS/IVR/WhatsApp to capture the reason before closure.
- Top causes usually include billing errors, poor signal, or delayed fault rectification → must be addressed immediately.

8. Strengthening Teams Providing New Connections

- Local TIPs must be aligned with clear SLAs.
- SDE/JTO to supervise TIP work quality.
- Incentive-based model for timely and error-free provisioning.

9. Strengthening Telecom Infra Providers (TIPs)

- Assess TIP manpower proportionate to connections.
- Mandatory weekly performance review by Area AGM.
- TIP penalties for delay; incentives for high-quality fibre laying and low-fault ratio.

10. Front-End Staff Training

- Regular training in:
 - CRM data entry
 - billing code accuracy
 - plan migration
 - KYC documentation

Billing mistakes must be reduced to avoid customer churn.

11. Posting Suitable Staff at Suitable Places

- Competency-based posting:
 - technically strong staff in field
 - accounting staff in finance
 - customer-oriented staff in CSCs
- Right person → right job for higher efficiency.

12. Reducing Over-dependence on Outsourcing

- BSNL staff must lead operations, not just outsourcing.
- Employees should focus on service quality, fault closures, and customer satisfaction—not only payment processing.

13. Rational Use of Technical Staff

- Technical manpower (JTO/TTA) must be used for network work, OFC, IP-MPLS, FTTH supervision—not street-level SIM sales.
- SIM sales should be entirely through DSAs and CSCs.

14. Building Positivity Among Employees

- Conduct motivation sessions and internal communication to encourage brand positivity.
- Every employee must act as a BSNL ambassador.

15. Customer Care Strengthening

- A dedicated BSNL officer should head the Customer Care team.
- Real-time routing of complaints to the exact responsible officer.
- Give limited decision-making powers to call-centre staff for small issues like:
 - plan migration
 - bill correction queries
 - SIM activation assistance.

16. Accounting to be Handled Only by Qualified Staff

- Financial transactions to be handled by DR accountants or trained staff only.
- Fix accountability for errors.
- The supervising officer must also be technically/financially qualified.

17. Management Must Listen to Field Complaints

- Monthly “Field Voice” report from AGMs/SDEs containing:
 - repeated faults
 - equipment shortages
 - customer feedback

Immediate corrective action by BA Heads.

18. Rationalizing Officers vs Outsourcing Ratio

- Large number of officers monitoring very few outsourced staff is inefficient.
- Officers must also acquire updated knowledge of:
 - FTTH configuration
 - router troubleshooting
 - OLT management

Officers should actively support field work when needed.

19. Modernizing Accounting Practices

- Train officers in SAP, digital invoice processing, vendor management—similar to MNC practices.
- Proper deployment of Group C/D staff in supporting roles.

20. Introduction of a New Work Culture

- Adopt a revenue-linked responsibility system.
- Each employee should have a defined job role similar to old LMs, WMs, TMs, PIs, TTAs etc.
- Reduce unnecessary expenditure and increase accountability.

21. Enhancing Revenue from Circuits

- Target high-value leased circuits, IP-MPLS, VPNs, enterprise FTTH.
- Dedicated Enterprise Sales Team in each BA to identify new leads.
- Strict timelines for circuit provisioning.

22. Improving Service, Technology & Accounting

- Upgrade to NG-OLT, DWDM, IP-MPLS, and strong Wi-Fi offload solutions.
- Integrate CRM, CTOPUP, Billing, and Fault management for seamless experience.
- Real-time revenue dashboards for BA heads.

23. Recommendations Considering BSNL's Financial Status

- Prioritize high-revenue, low-cost deployments.
- Reduce non-essential expenses.
- Strengthen areas where BSNL already has advantage (rural coverage, government trust, BharatNet integration).
- Create realistic targets and action plans for BA teams.

Yours faithfully,



(B Sunitha)

CIRCLE PRESIDENT