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भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)

BHARAT SANCHAR NIGAM LIMITED
(A Government of India Enterprise)

विवेक बाँझल

निदेशक (सी.एफ.ए.)

बी.एस.एन.एल. बोर्ड

VIVEK BANZAL

Director (C.F.A.)

B.S.N.L. Board

No. Dir.(CFA)/Misc.Corr./2020/1

Date : 01.01.2020.

Dear All CGMs,

On the outset I wish you and all the members of BSNL family in your circle, very happy and prosperous New Year.

A number of business process changes and successful implementation of new initiatives in the year 2019 has made a good platform for, CFA services/customer base and consequently revenue from CFA services to take a jump in 2020. However, as one full quarter of current financial year is part of this 2020, we all must try hard to make sure that the revenue growth in the first quarter of 2020 is also significant, in order to achieve the revenue target of current financial year.

Connecting 20% of homes in each of the town, where we have our network presence through fixed line service, be it broadband, Bharat fiber (FTTH) or Bharat Air Fibre (the new brand name of BSNL's BBoWiFi service) is the first target, I intend to be achieved in your circle in 2020.

To achieve this, all your business area need must ensure at least one partnership for Bharat Fiber and / or Bharat Air Fiber in each town. The registration process is now on line, therefore, a close monitoring shall be done at circle level.

To get better attention from our existing customers, the on line plan upgrade, customer connect (on line plan upgrade at the time of bill payment at CSC counter), as well as migration to annual plan must be aggressively promoted. The recently launched "IT Pracharak" initiative must help your team on the ground with knowledge sharing and SPOC for resolution.

The use of newly launch Teevra app and active monitoring through the CFA dashboard must be daily activity at SSA / business area / circle level to ensure quality of service to the customer.

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The recently circulated urban outsourcing policy can be a game changer for the quality of service of customers served by copper cable network but need to be implemented with due diligence. Careful selection of the partner, assigning supervisory field officers for monitoring and handholding of partners for timely and satisfying services to the customers are the key action item. The improvement in customer retention and growth of customer base will reflect the success of implementation of this policy in your circle.

BSNL customer will also get very affordable fixed line data services bundled with entertainment, education, smart home solution through our partners tie-ups in 2020. This will add to our revenues, as it adds to the usage of our services by the customers.

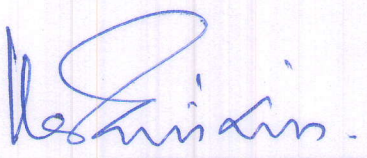
Monetization of WiFi network is also a key focus area in 2020 for BSNL to leverage the already commissioned WiFi network. The growth of captive customers, revenue through Paytm recharge for retail WiFi customers and a good uptime (availability of WiFi network) for significant revenue through advertising need to be the key area for the WiFi monetizing process.

The year 2020 itself gives a message of equal involvement of partners in business for becoming successful. The first two digit of the year indicates us (i.e. 20) and than next two digit (again 20) indicate our partner and therefore to make the year 2020 a successful year, both the "20" must go together with an equal involvement.

I once again wish you an exciting 2020 wherein we achieve our target of connecting 20% homes for BSNL fixed line services through partnership model, monetize WiFi and deliver proper services on copper cable network with the help of outsourcing partners.

With best wishes,

All CGMs, BSNL.


(VIVEK BANZAL)
01/01/2020