



No. 2-10/2019/BSNL/RM-I/CFA/cash inflow

Date: 12<sup>th</sup> April, 2020.

To

IFAs of all Telecom Circles & Metro Telephone Districts  
Bharat Sanchar Nigam Limited.

Sub: Manual ringing for digital payments due to lockdown for outbreak of Coronavirus COVID-19.

Ref: CO, BSNL letter No. 2-2/2011-BSNL/TR dated 30-03-2020.

Kindly refer to CO, BSNL letter under reference vide which disconnections for non-payment (DNP), both outgoing barring and incoming barring were deferred till 16.04.2020 considering the Nation-wide lockdown situation.


Further, it was requested to pursue with customers through manual ring, IVRS, SMS, email etc. to make on-line payment of regular as well as outstanding bills and to provide link of the on-line payment portal in SMS for convenience of BSNL customers to make hassle-free payment.

In the Webex Video conference with circles of South zone held on 11.04.2020, Director (CFA) has asked all the circle IFAs to execute a structured plan across all SSAs to telecall each of the unpaid bill customer (of March, 2020) and ensure the collection of issued bills in next 10 days. Circle IFAs are therefore requested to take following immediate actions:

- i. Each circle has to identify SSA wise team based on number of unpaid fixed line bills (issued in March, 2020), in order to ensure that each team member shall be able to call 500 such customers in next 8 days. Every SSA will have one AO/JAO to lead the SSA team from various sections. The team leader of the SSA has to download the unpaid customer list from the ITPC server on daily basis and assign 100 such unpaid customers (in 1<sup>st</sup> round) every day, so that all 500 customers are attempted once in first 5 days and then the left over for 2<sup>nd</sup> round in next 3 days. The list must be updated daily to ensure that customers who have paid the bills on previous day are not attempted for this payment reminder call. IFA as Circle Nodal will monitor the SSA Nodal progress on daily basis.
- ii. Customers having outstanding bills are to be requested over phone to pay bill on-line as visiting to CSC is not practically possible.
- iii. Customers are to be informed about all digital payment platforms like BSNL portal, My BSNL App, PayTM, Amazon App etc.
- iv. If customer doesn't know paying on-line, then caller should be able to explain the payment process on Mobile App either bsnl/amazon/paytm whichever customer is already having on his/her mobile.
- v. Customers are to be informed about the website <https://portal.bsnl.in/myportal/> for payment through BSNL portal from any computer/laptop or smart phone.
- vi. Customers not having previous experience of on-line payment are to be requested to take help of any friend or relative who have been paying BSNL bill on-line.
- vii. Customers are to be requested to use annual bill option so that the hassle of every month payment can be avoided. Customers are to be given the message "one month free and pay for only 12 months to get 13 months services".

The collection of issued bills is of utmost importance for BSNL to continue serving the customers. Hence, all the above activities of interactions with customers through manual ringing should be planned, materialized and completed in a manner setting **target of maximum collection within 20.04.2020.**

This has the approval of competent authority.

  
(P. D. Chirania)  
Sr. GM (Finance)-CFA

Copy for kind information to :

1. CMD, BSNL.
2. Director (Finance), Director (HR), Director (CFA), Director (CM) & Director (EB) - BSNL Board.
3. CGM, ITPC, BSNL, Pune.
4. CGMs of all Telecom Circles & Metro Telephone Districts, BSNL.
5. All PGMs / Sr. GMs / GMs, CO, BSNL.