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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)

BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

No.VAS-4/IVR-General Corrs./2019
10th January, 2020

To
PGM/ GM
CMTS Nodal Centres
NZ/SZ/WZ/EZ

**Sub: - Increased complaints of forcefull activation of IVRS based VAS subscription
– Implementation of SMS based OTP consent from customers.**

1. During the recent past, it has ben observed that the number of complaints of forceful activations of IVRS have increased there by resulting in dissatisfaction of esteemed customers and ultimately might be prompting in churn of effected customers as well.
2. Though currently a mechanism of 2nd consent from customers of IVR based subscription services through CVPS-CG (Centralised VAS provisioning system cum Consent gateway) is in place but it appears that this mechanism is not fool proof as VAS complaints for forceful activation are remaining uncontrolled.
3. To avoid this scenario and safeguard the interest of BSNL and its privileged customers, SMS based OTP second consent needs to be implemented in all 4 zones for subscribing to VAS services, for a period of 3 months. SMS based OTP shall be received by the customer and inputted by them to avail subscription based services. The IVRS will be activated with consent on SMS of the customers only to avoid complaints of forceful activation.
4. This should be implemented in all four zones with immediate effect. Based on the feedback the arrangement will be reviewed in April, 2020.

Compliance may be reported to this office.

Copy to : Sr GM (VAS), as discussed.


(Sheela Prasad)
Director(CM)