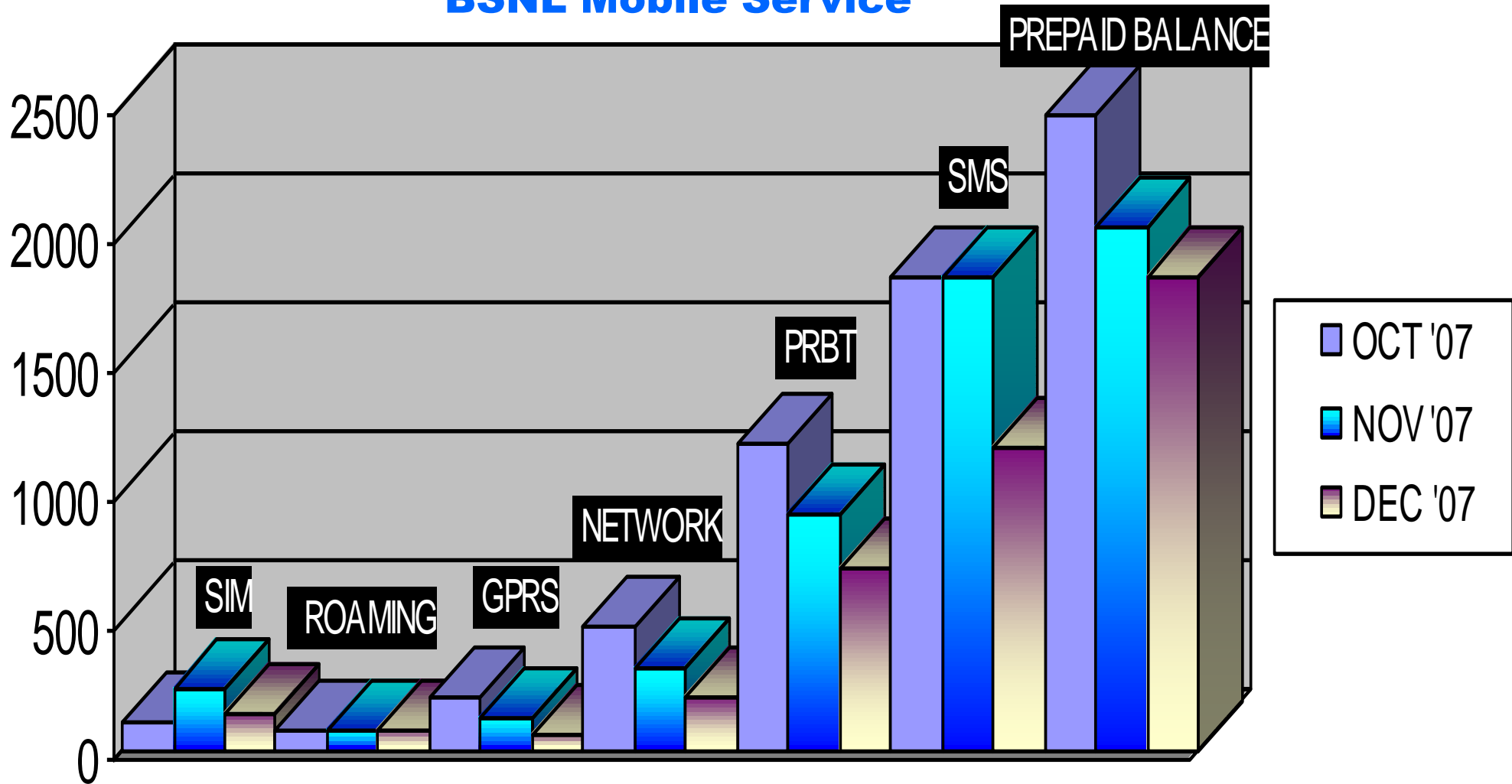


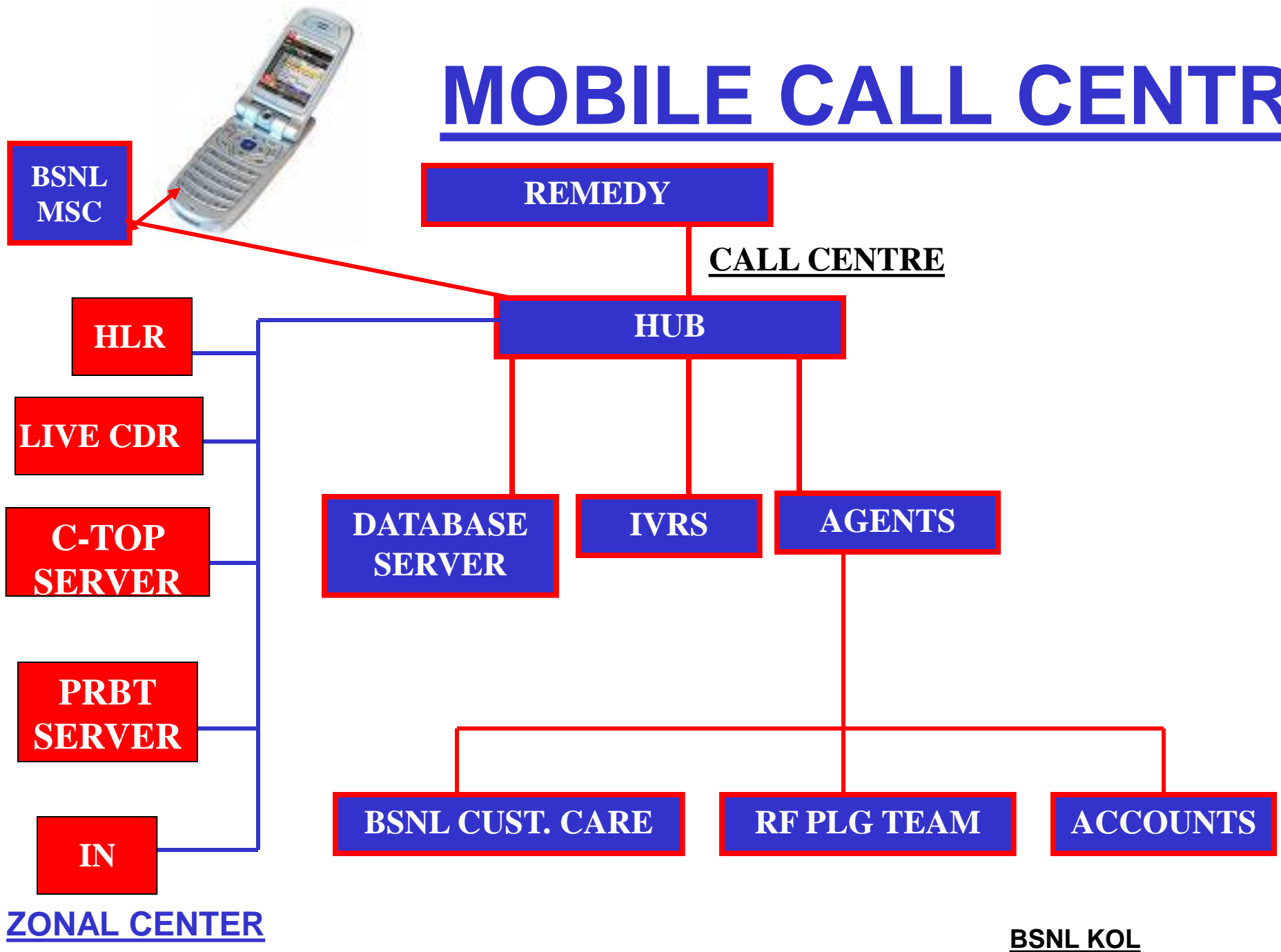
**REDRESSAL
OF
CUSTOMER GRIEVANCES**

**Dr. S. K. Chakravarty
Chief General Manager
Calcutta Telephones
BSNL**

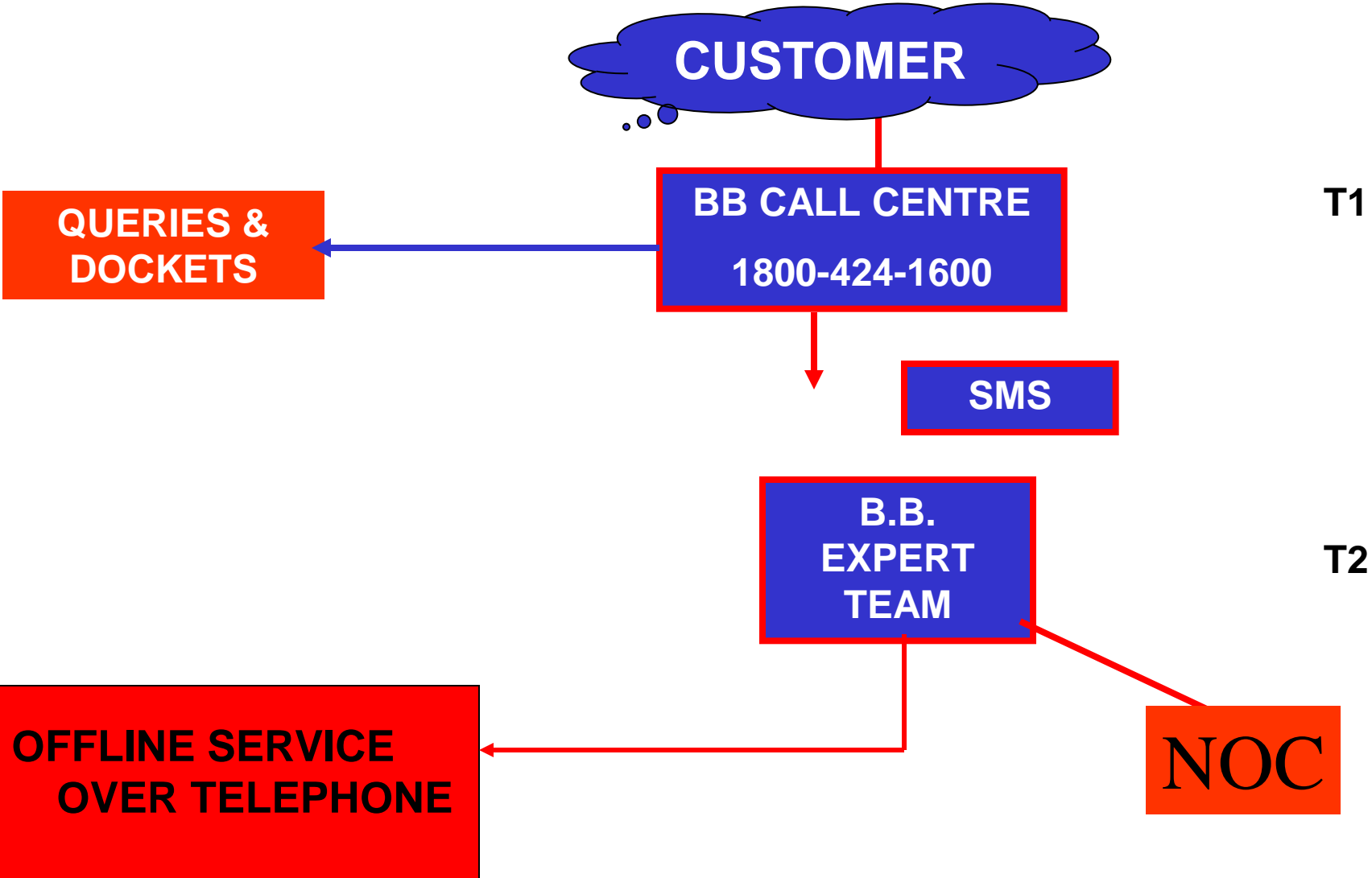
Dispersion Analysis Kolkata Circle of BSNL Mobile Service



MOBILE CALL CENTRE

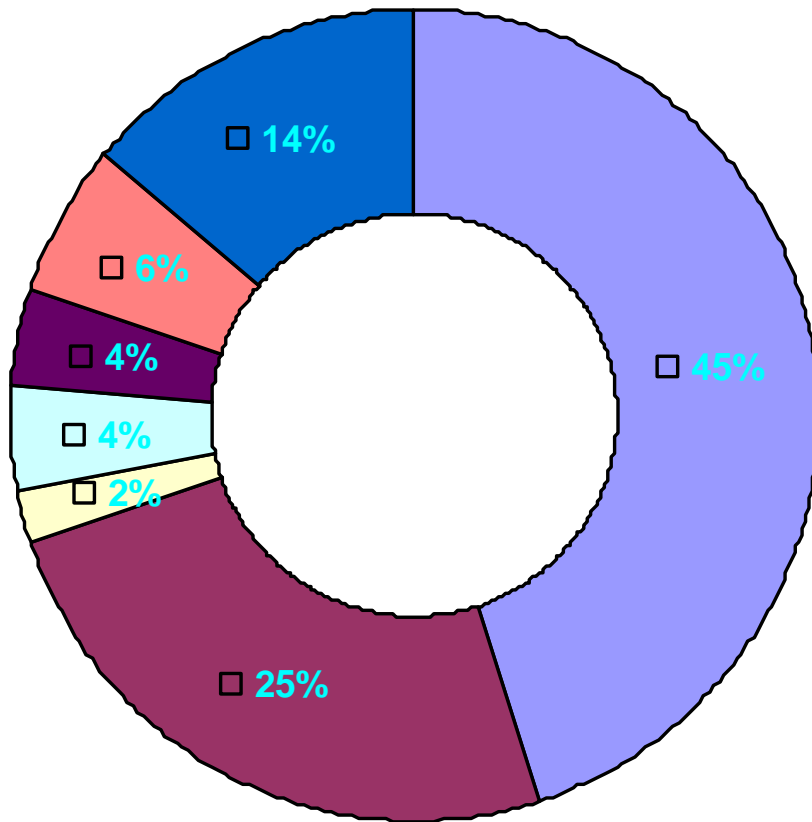


BROADBAND SERVICE FLOW




Dispersion analysis of Broad Band

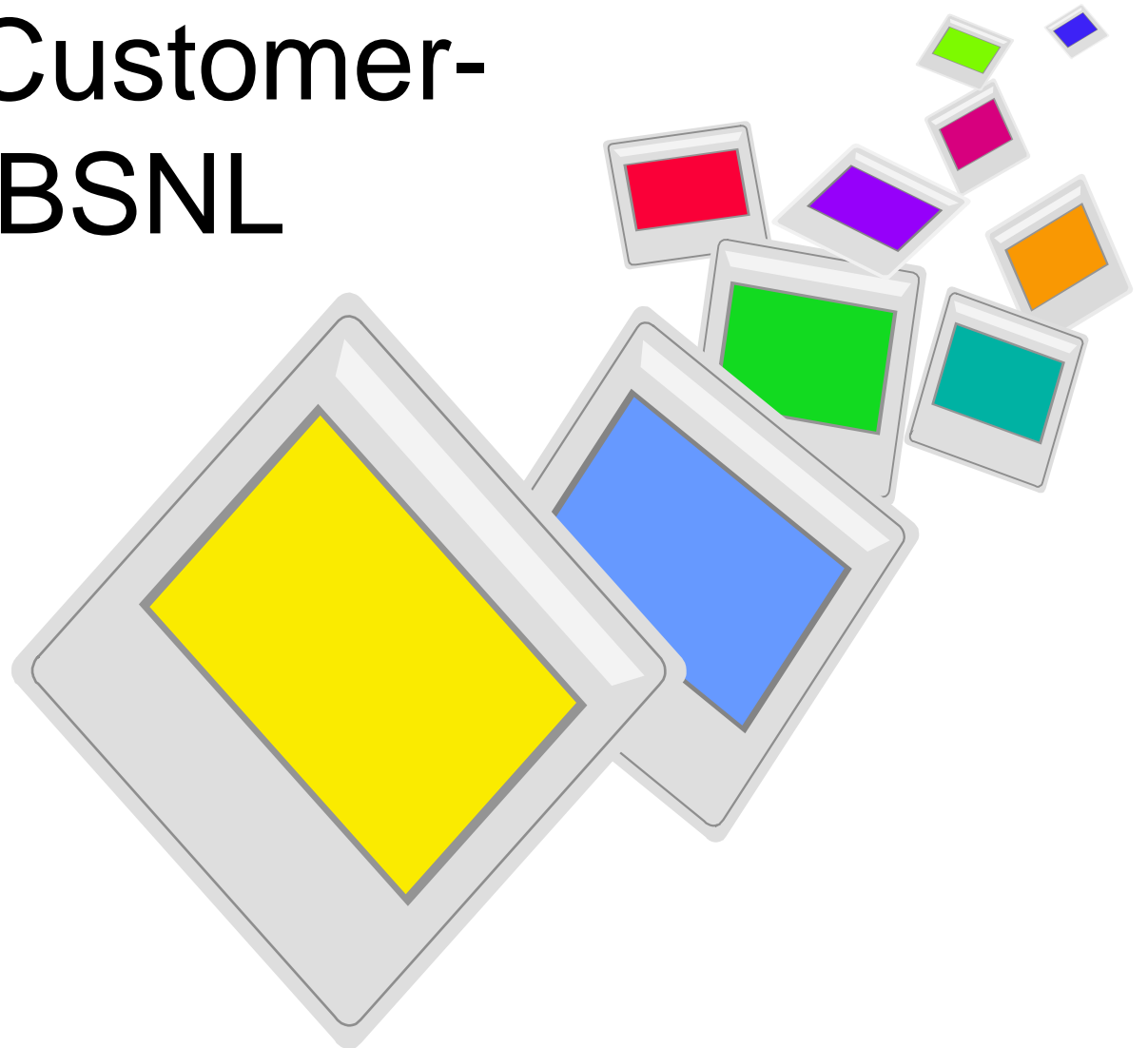
Average daily fault -600



Breakup

- Error 678 Line/PC/Modem
- error 691 ID /PW
- Speed Slow
- E-mail problem 
- Unstable line
- Web site Not opening
- Misc

CRM: For a Customer-Friendly BSNL



CDR Convergent billing

• The Project worth Rs 1500 Crore is having four Nodal centers

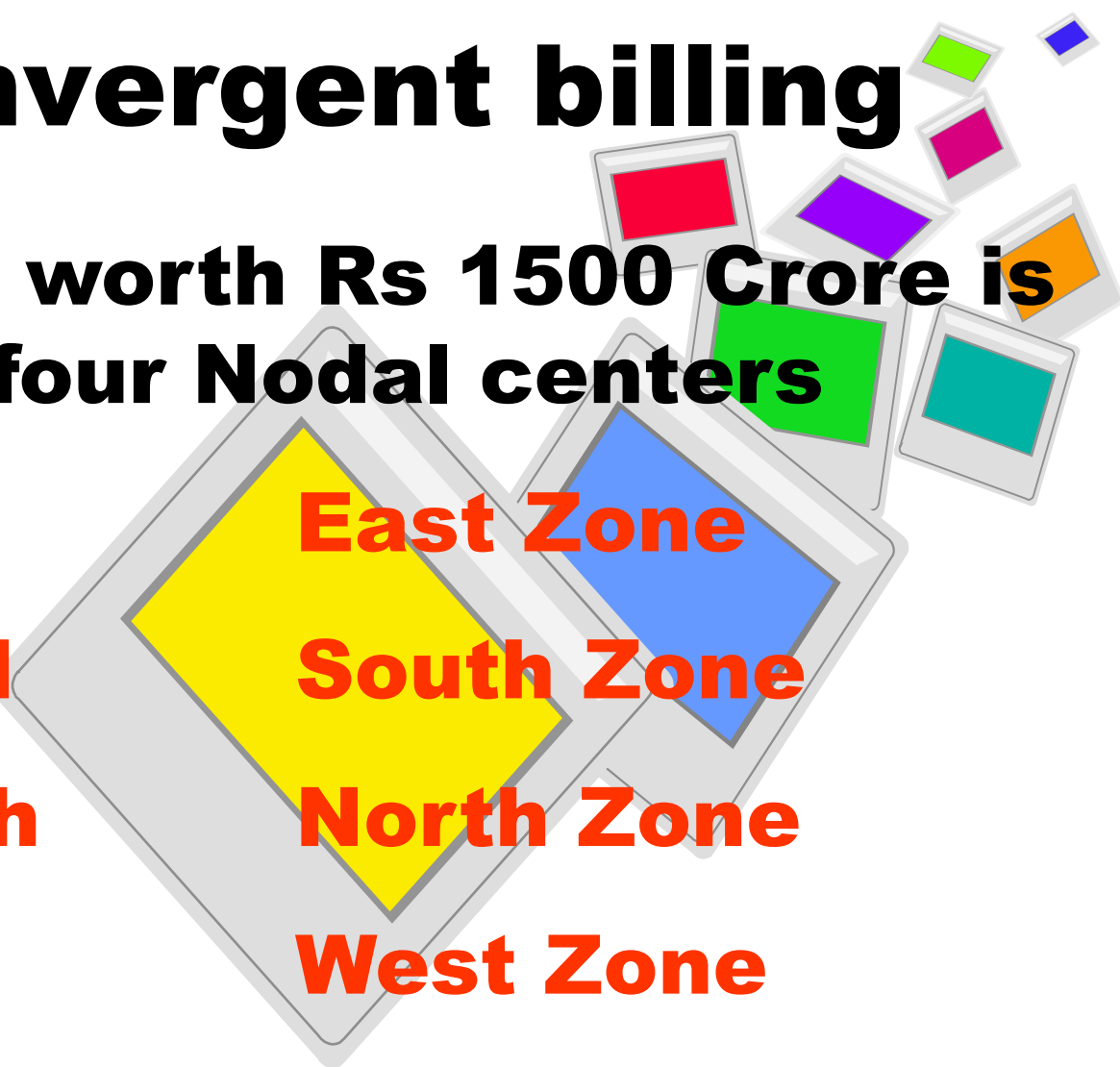
- **Kolkata**
- **Hyderabad**
- **Chandigarh**
- **Pune**

East Zone

South Zone

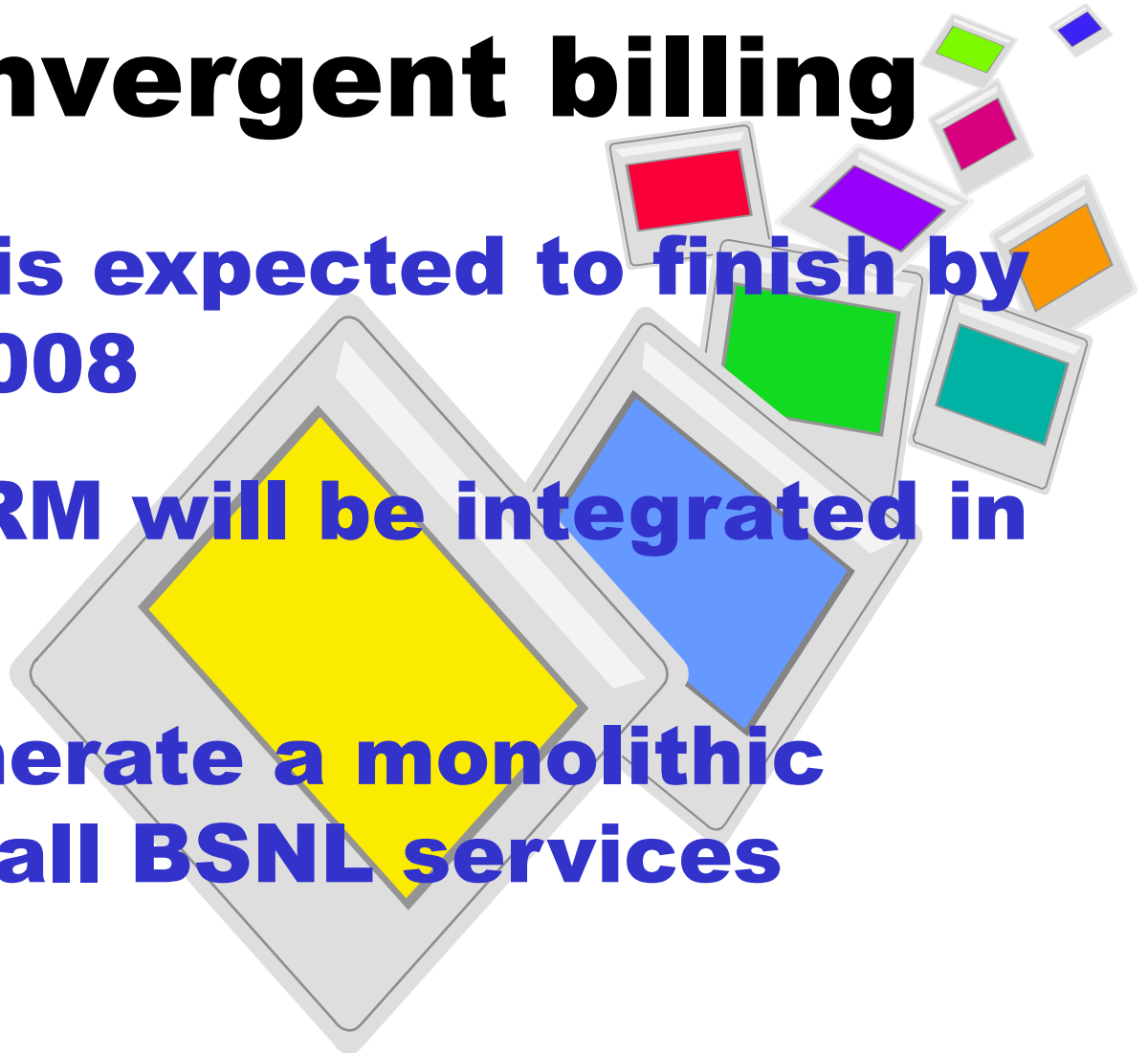
North Zone

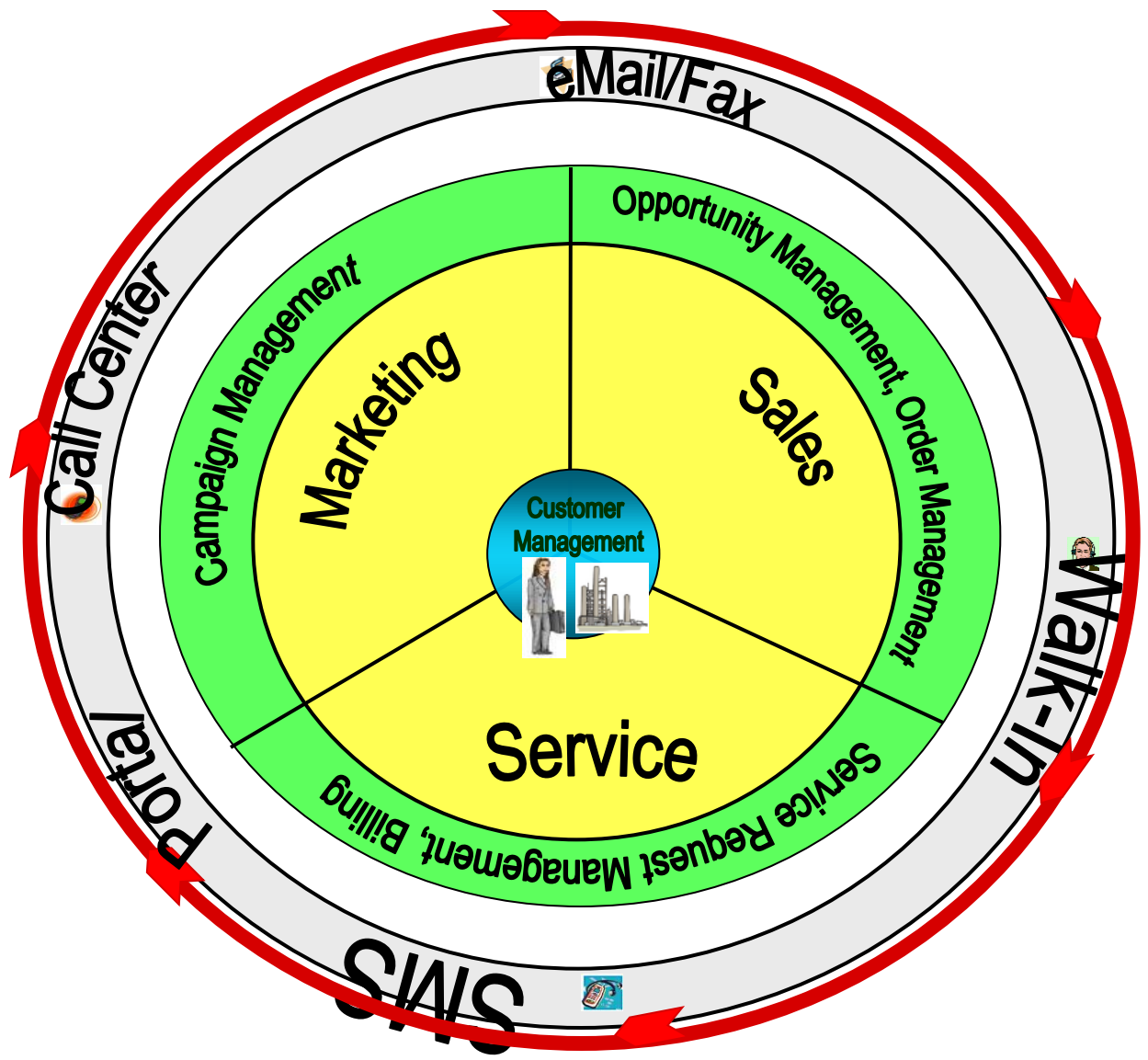
West Zone



CDR Convergent billing

- **The Project is expected to finish by the end of 2008**
- **PAN India CRM will be integrated in Phases**
- **This will generate a monolithic platform for all BSNL services**





eMail/Fax

Call Center

Walk-In

SMS

Customer Management

Marketing

Sales

Service

Campaign Management

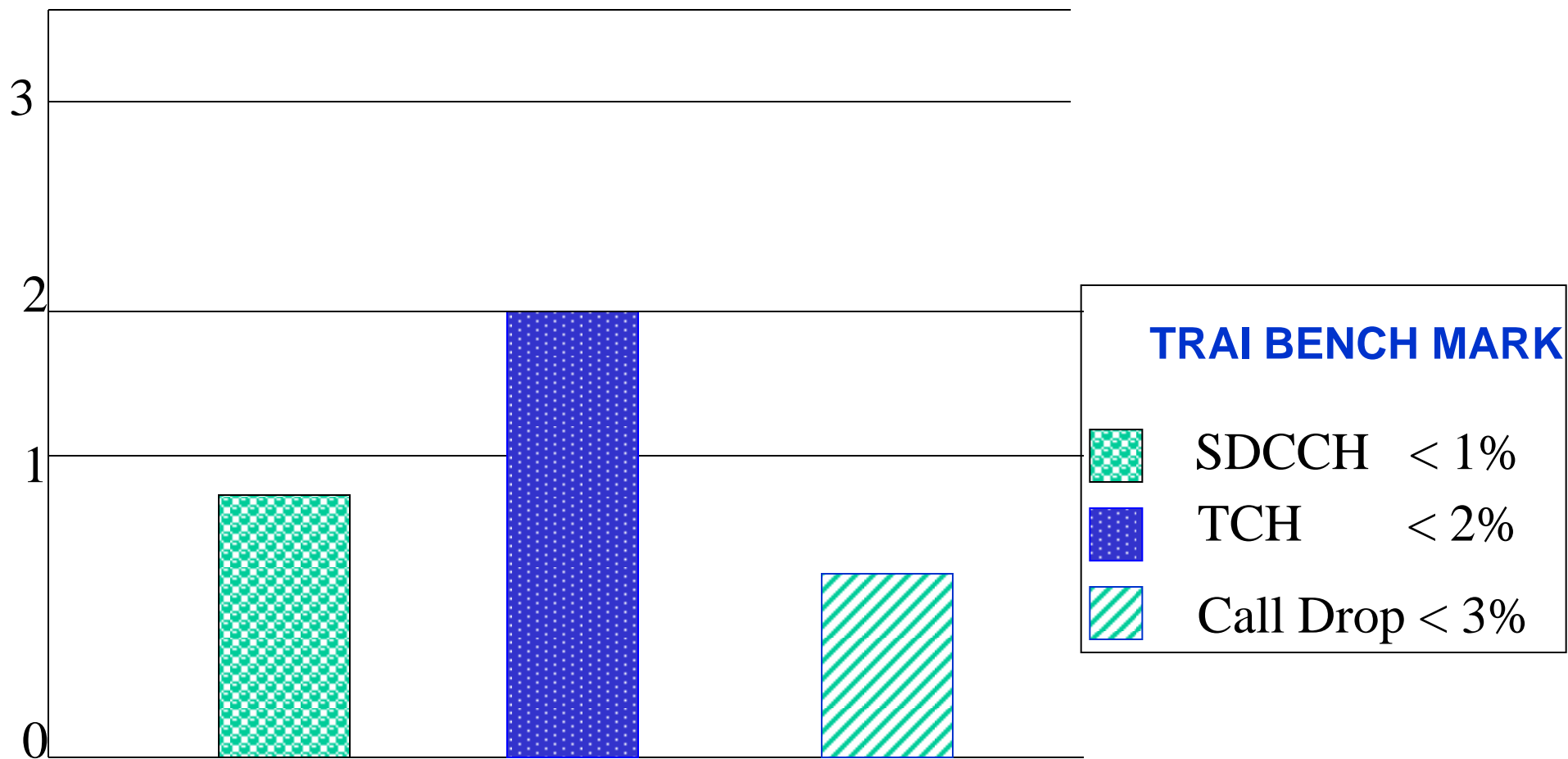
Opportunity Management, Order Management

Service Request Management, Billing

Portal

		<u>QOS</u>	
		<u>Landline</u>	
	Parameters	TRAI Bench Mark	Achievement
1	Provision of a telephone after registration of demand(Within 7	100%	99.61%
2	Faults/100 Subs/month	< 5%	4.80%
3	Fault repair by next Working day	90%	90.62%
4	Mean time to repair (MTTR) in Hrs.	8 Hrs.	10 hrs
5	CCR i) Local	65.00%	60.22%
	ii) Junction	57.00%	54.78%
	iii) STD	45.00%	51.43%
6	Additional facilities within 24 Hrs.	95%	99.28%

QOS Mobile



QOS BROADBAND

Sl.No.	Parameters	Benchmarks
1	Service Provisioning/ Activation Time	100% cases in <=15 working days (subject to technical feasibility)
2	Fault Repair/Restoration time	
2.2	% of faults repaired by next working day	>90%
2.3	% of faults repaired within 3 working day	>99 %
3.3	%age of bills disputed	<2%
3.4	%age of complaints resolved within 4weeks	100% within 4 weeks
4	Response time to Customers for assistance	>90 % within 60 sec

Customer Service Centres

□ Number of Customer Service Centre : 74

□ Number of Bill Collection points : 479

**□ Number of mobile van (outreach service) : 2
[Addition in 2007-08]**

**□ Number of new look BSNL world : 2
[Addition in 2007-08]**



BHARAT SANCHAR NIGAM LIMITED

BSNL



BSNL

Connecting India

www.kolkata.bsnl.co.in
www.calcuttatelephones.com
Helpline: 9400024365

For details, contact the BSNL,
Calcutta Telephones Customer Service
Centres and Authorised Franchisees

From your Manik Jod+ mobile
of Calcutta Telephones

- All local calls to your BSNL landline of Calcutta Telephones are Free
- Local call charge to BSNL mobile is only 90 p. per minute and SMS charge (local) is only 25 p. per message unit
- Above tariff is also applicable for the existing Manik Jod subscribers

Local call charge to other mobiles is Rs. 1.10 per minute, SMS charge is 50 p. per unit

BSNL MOBILE

There's more to Manik Jod Manik Jod+



www.kolkata.bsnl.co.in/www.calcuttatelephones.com

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(एनएसई एफ डी)



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TRICON
& SAVE UP TO
50%



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Authorised Franchisee

HILTAKE

Electronics Pvt. Ltd.

Mission road, 2225 0240/1301, Howrah - 706003/02 19117/6, Durga Bazar - 2270 0083/84, City Centre Salt Lake - 2334 5022/23.

Authorised Franchisee

HILTAKE

Electronics Pvt. Ltd.

WB-117B-4916

BSNL World



All it takes to be a
'SUPERBRAND'.

- 60.8 million telephones
- 24.4 million cellular customers
- 287 satellite stations
- 3 million WLL subscribers
- 27.4 million Internet customers
- 33.4 million basic phone subscribers
- More than 37382 fixed exchanges
- 18000 BTS
- 63730 Pkm of microwave network connecting 602 districts, 7330 cities/towns and 5.5 lakh villages.



BSNL
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www.bsnl.co.in
www.bsnlworld.com

LISTENING TO THE CUSTOMERS CHAMPS

- ◎ **Cleanliness.**
- ◎ **Hospitality.**
- ◎ **Accuracy.**
- ◎ **Maintenance (equipment and facilities).**
- ◎ **Product Quality.**
- ◎ **Speed with Service.**

THANK YOU