



Connecting India

Consumer Grievances – BSNL Experience

Presentation by :
G.K. Agarwal
CGMT, Rajasthan

1st March 2009

The logo for 'Connecting India' features a stylized globe with a red arrow pointing up and to the right, and a blue arrow pointing down and to the left, both within a grey circular background. Below the globe, the text 'Connecting India' is written in a cursive font, with 'Connecting' underlined.

Agenda Points

- **Brief of Rajasthan BSNL circle**
- **Need and objective of customer Grievance and Redressal system**
- **Analysis of complaints**
- **BSNL Customer Grievance and Redressal System**
- **Steps Taken to reduce customer complaints**
- **conclusion**



Rajasthan Telecom Circle status: As on 31.01.2009

● SSAs	:	24
● Telephone Exchanges	:	2327
● Landline Connections	:	1466788
● WLL Connections	:	288957
● GSM Connection	:	2702497
● Broad band connections	:	147180
● IPTV Connection	:	1375

Customer Service Centers : 293

Large chain of franchisees and retailers

MAJOR SERVICES



BSNL is Total Telecom Service provider providing following services:

- **Land line Telephones**
- **Broadband** :Internet/ IPTV
- **Mobile (GSM) & Now 3G** :Postpaid and Prepaid
- **CDMA** :WLL Fixed / WLL Mobile (prepaid and postpaid)
- **Internet and Networking** :Leased line / ISDN / MPLS VPN / MLLN
- **Intelligent Network** :Free Phone Service
India Telephone Card
Virtual Private Network (VPN)
Tele Voting

Customer Services – BSNL Approach



Connecting India

- **Customer is the most Important Person.**
- **A satisfied customer is an asset for the company**
- **Customer retention is most important**
- **Customer is always right**

The logo for 'Connecting India' features a grey circle with a red arrow pointing up and to the right, and a blue arrow pointing down and to the left, both curving around the circle. Below the circle, the text 'Connecting India' is written in a cursive font, with 'Connecting' in blue and 'India' in red.

Objectives of Customer Grievance & Redressal System

- Preventive and corrective action
- The system acts as feedback mechanism to improve QOS.
- Effective system reduces churn and disconnection.
- Ensures better customer service.

Thus increased revenue and profit.



COMPLAINT RECEIVING MECHANISM

Customer can book Complaints at

- **FRS**
- **Call Centre**
- **CSCs of all SSAs**

Dockets are issued for all complaints

COMPLAINT RECEIVING MECHANISM – cont.



Connecting India

- **Grievances are also booked by customer at Consumer Care Portal / PGRMS / CPGRMS and E-mail also**
- **Complaints received in writing or telephonically from Hon'ble Minister of communication / Hon'ble Minister of State (C&IT) / DOT (PG) / MPs /CMD BSNL & from VVIPs / VIP / General Public in CGMT Office / CS Cell /News Papers.**



Type Of Complaints - General

- **Delay in Provisioning of services**
- **Non-availability of service/coverage in upcoming and rural areas.**
- **Staff Behavior Complaints**
- **wrong disconnection**
- **Excess Metering**
- **Delay in refund**



Type Of Complaints - Landlines

- **Telephone Fault**
- **Delay in Providing Phone Plus Services**
- **Delay in Providing NTC**
- **Delay in Shifting**



Connecting India

Type Of Complaints - Mobile

- **ACTIVATION RELATED**
- **SMS RELATED**
- **BILLING RELATED**
- **NETWORK RELATED**
- **ROAMING RELATED**
- **GPRS & MMS RELATED**
- **PUK (PIN Unlock Key) NO. RELATED**
- **SIM RELATED**
- **OTHERS**

Distribution of Top Ten Mobile complaints - Jan 2009



Connecting India

Complaint	Complaints in %
Service - New Activation	24.55
Service - SMS related (Check Operator Services, or SMS not going to all numbers)	14.28
PREPAID - Account Balance Issues /wrong deduction (balance depletion)	13.74
PREPAID - Outgoing calls not happening	8.13
Service - Excel Power second number not activated	6.01
Service - Outgoing Barred on Particular Number	5.51
Service - Wrong RBT/Song activated	3.09
PREPAID - Incoming Calls not happening	3.02
PREPAID - Recharge Details (customer asked for his recharging Problem)	3.02
PREPAID - Balance Details (customer asked for his prepaid balance)	2.38

Type Of Complaints - Broadband



Connecting India

- **Delay in provisioning**
- **Non-feasible cases**
- **Slow speed of download**
- **Particular Website not opening**
- **Broadband not working**
- **Wi-Fi not working**
- **Password not working**



Fault Analysis of Broadband

Connecting India

Nature of Fault		Fault in %
Line Fault	Outdoor Faults	57.68
Modem / Adaptor Fault		1.93
Parallel Connection		1.16
LOW SNR		0.69
Repeated Outdoor Fault		0.81
DSLAM Port/Card Fault	Equipment Faults	7.72
DSLAM Problem		0.65
Link DSLAM-Tier 2		0.13
Password Reset	Faults Due to Customer Reasons	9.57
LOW Speed due to PC		1.07
Outlook Express Configuration		0.43
PC / Modem Configuration		16.07
Web Site not opening	Network Problems	1.45
Reachability Problem to BRAS/BNG		0.65



Consumer Grievances Redressal Mechanism

- **Three tier Consumer Grievances Redressal Mechanism.**
 - Call Center
 - Nodal Officer
 - Appellate Authority at Circle
- **To increase customer awareness regarding Redressal mechanism advertisements are issued in newspapers. Call center numbers are part of every advertisement on respective service.**
- **A Separate webpage for consumer grievances containing contact details of nodal officers, appellate authority, senior officers and “Manual for consumers’ education and prevention of their grievances” is available on BSNL Rajasthan Website.**



Telephone Adalats

- In addition to Redressal mechanism, BSNL has established system of holding periodically **Telephone Adalats** and **Open House Session**; which are well published in the local prominent news papers.
- We make all out efforts to satisfy the customer and settle the grievances.
- The basic approach is “customer is always right”.



Status of consumer court cases

Proactive approach has been initiated to settle long pending cases in courts / consumer forums etc. Officers have been advised to have practical attitude to settle the grievances.

Details of consumer cases	Cases in State commission	Cases in District Consumer Forums	Total consumer cases
Number of cases pending as on 31.03.08	123	414	537
Number of cases decided up to 31.01.09 out of the pending cases as on 31.03.2008	84	248	332

Steps taken to Reduce Complaints



Connecting India

- **Continuous monitoring of Network performance**
- **Improvement and technological upgrade of Network**
- **Customer education and training to staff and officers**
- **Better Customer Care – customer delight is the objective**
- **Expansion of Customer Base by Expanding the Network**
- **Inspections**



Connecting India

Improvement of Network

- Replacement of damaged Batteries
- Provision of Solar Cells in Rural Exchanges
- Conversion of Analog systems to Digital systems
- Pole-less Network (in urban area)
- OFC rings for exchanges/ BTSs
- Rehabilitation of External Plants in Rural Area
- FTTH has been planned in 5 cities to provide services on OFC-GPON and GEPON
- Launch of new services like 3G, IPTV, etc



Connecting India

Improvement of Network

- **3G services have been launched in Jaipur on 27th Feb. Initially video telephony, Mobile broadband and mobile TV services are offered.**
- **Plan to cover all DHQ and important towns by April.**
- **IPTV services have been launched in six cities –Jaipur ,Jodhpur,Udaipur,Ajmer,Kota and Alwar.**
- **Out of total 2327 exchanges 1600 are Broadband capable and balance by June 2009.**
- **Difficult and remote areas are planned to be covered by WiMax.**
- **Roll out of NGN network .**



Customer Care

- **Customer Service Cell at BSNL Rajasthan Telecom circle has been awarded ISO 9001-2000.**
- **Implementation of Comprehensive Integrated Package in all 24 SSAs.**
- **Establishment of Call Center (1500 Toll Free) at Jaipur for all Basic Customers/ Broadband customers.**
- **Call center at Gurgaon for Mobile complaints.**
- **Computerized 198 fault booking round the clock through IVRS**
- **Computerized Trunk Booking round the clock through IVRS**
- **Air Conditioned Customer Service Centers**
- **IT solutions and packages have been implemented to make information available at finger tip.**

Constraints

- **Frequent damages to cables by different agencies.**
- **Delay in road permission and exorbitant reinstatement charges.**
- **Unreliable electrical supply and delay in getting new connection even at very high cost.**

Conclusion

- **BSNL experience indicates that customers want BSNL services due to**
 - **Reliability**
 - **Accessibility**
 - **Transparency**
 - **Affordable tariff**
 - **Age old relationship**
 - **All India Reach**

Conclusion – cont.

- **BSNL to meet customer expectations on**
 - **Quality of Service**
 - **Customer Care**
 - Promptness in service
 - Courteous Behavior
 - **Service Delivery**

BSNL is striving to match the expectations



Connecting India

Thanks