REDRESSAL OF CUSTOMER GRIEVANCES

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Calcutta Telephones
BSNL
Dispersion Analysis
Kolkata Circle
of
BSNL Mobile Service

- SIM
- ROAMING
- GPRS
- NETWORK
- PRBT
- SMS
- PREPAID BALANCE

OCT '07
NOV '07
DEC '07
MOBILE CALL CENTRE

BSNL MSC

HLR

LIVE CDR

C-TOP SERVER

PRBT SERVER

IN

ZONAL CENTER

REMEDY

CALL CENTRE

HUB

DATABASE SERVER

IVRS

AGENTS

BSNL CUST. CARE

RF PLG TEAM

ACCOUNTS

BSNL KOL
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

Graph showing the percentage of faults:
- Error 678: 45%
- Error 691: 6%
- Speed Slow: 4%
- E-mail problem: 4%
- Unstable line: 2%
- Web site Not opening: 14%
- Misc: 25%
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
<table>
<thead>
<tr>
<th>Parameters</th>
<th>TRAI Bench Mark</th>
<th>Achievement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provision of a telephone after registration of demand (Within 7 days)</td>
<td>100%</td>
<td>99.61%</td>
</tr>
<tr>
<td>Faults/100 Subs/month</td>
<td>&lt; 5%</td>
<td>4.80%</td>
</tr>
<tr>
<td>Fault repair by next Working day</td>
<td>90%</td>
<td>90.62%</td>
</tr>
<tr>
<td>Mean time to repair (MTTR) in Hrs.</td>
<td>8 Hrs.</td>
<td>10 hrs</td>
</tr>
<tr>
<td>CCR i) Local</td>
<td>65.00%</td>
<td>60.22%</td>
</tr>
<tr>
<td>ii) Junction</td>
<td>57.00%</td>
<td>54.78%</td>
</tr>
<tr>
<td>iii) STD</td>
<td>45.00%</td>
<td>51.43%</td>
</tr>
<tr>
<td>Additional facilities within 24 Hrs.</td>
<td>95%</td>
<td>99.28%</td>
</tr>
</tbody>
</table>
QOS Mobile

TRAI BENCHMARK

- SDCCH < 1%
- TCH < 2%
- Call Drop < 3%
<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Parameters</th>
<th>Benchmarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Service Provisioning/ Activation Time</td>
<td>100% cases in ≤15 working days (subject to technical feasibility)</td>
</tr>
<tr>
<td>2</td>
<td>Fault Repair/Restoration time</td>
<td>&gt;90%</td>
</tr>
<tr>
<td>2.2</td>
<td>% of faults repaired by next working day</td>
<td>&gt;99 %</td>
</tr>
<tr>
<td>2.3</td>
<td>% of faults repaired within 3 working day</td>
<td>&gt;99 %</td>
</tr>
<tr>
<td>3.3</td>
<td>%age of bills disputed</td>
<td>&lt;2%</td>
</tr>
<tr>
<td>3.4</td>
<td>%age of complaints resolved within 4 weeks</td>
<td>100% within 4 weeks</td>
</tr>
<tr>
<td>4</td>
<td>Response time to Customers for assistance</td>
<td>&gt;90% within 60 sec</td>
</tr>
</tbody>
</table>
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]
LISTENING TO THE CUSTOMERS

CHAMPS

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