

Broadband cell
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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

No: 64-19/2009-BB

Dated 22-09-2011

To

All Chief General Managers,
Territorial Circles/Metro Districts
BSNL.

Sub: SMS based usage alert utility for Broadband subscribers.

Ref: letter no. 64-19/09-BB dated 25/03/2011

With reference to above referred letter and subject kindly find enclosed progress report of SMS based usage alert utility received from BGTD, Bangalore. It is observed from this report that, the utility has remained under utilized and so far only around 1.37 lakhs customers have registered to get SMS alerts.

Therefore, you are again requested to give adequate publicity of this feature for extensive utilization of this utility by Broadband customers. Following steps are suggested for publicity:

- All linemen/technicians who visit customer premises on regular basis should be aware about this features and process of registration to get SMS alerts.
- The features of this utility and process of registration to getting SMS alert for broadband usage may be displayed at each locations of BSNL where customers visits on regular basis i.e exchange, CSC, Billing counter etc.
- The process of registration may be advertised through leaflets along with telephone bill.

It is expected that, by using this utility customers are aware of the usage any time and this would help to reduce EMC (Excess Metering Cases) due to higher usage in limited usage broadband plans.

(Anil Jain)
Sr. GM (NWP-BB)

Copy to: -

1. PGM (Bangalore TD)-for kind info & n/a please