

Network Operations - CFA Cell
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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

No. BSNLCO-NWCF/24/1/2020-NWO CFA-Part(2)

Dated:01.04.2025

To,
**All CGMs, Territorial and Non-Territorial Circles,
Bharat Sanchar Nigam Limited.**

Subject: Launch of Customer Service Month - April 1 to April 30, 2025 – Guidelines and reporting instructions concerning CFA vertical services, thereof.

Ref: Restructuring Cell, BSNL CO letter no. BSNL CO-RSTG/20(11)/1/2025-RSTG/2 dated 31/03/2025 (copy enclosed).

Restructuring cell of BSNL CO vide letter under reference conveyed the approval of CMD BSNL regarding captioned subject.

The objective of issuing of this guideline is elevate customer satisfaction and trust through a dedicated month-long campaign focusing on service quality improvements in mobile network performance, FTTH provisioning & reliability, leased circuits/MPLS provisioning & reliability and billing complaint redressal. The Campaign Slogan is "**Connecting with Care**".

The campaign will involve all levels of the organization – Corporate HQ, Circle offices and Business Areas – working in sync.

In accordance with the above guidelines issued by the Restructuring Cell of BSNL CO, the following parameters may be considered for maintaining KPI standards concerning CFA vertical services viz. Landline, FTTH etc.

- 1. Daily Complaint Closure Rate (%) for Landline and FTTH:** This is the percentage of customer complaints resolved on the same day out of total new complaints logged that day (tracked separately for FTTH services). For example, if 100 FTTH issues were reported on April 5 and 90 were fixed by day-end, the closure rate is 90%.

Target: Consistently achieve 90%+ same-day closure for new complaints and 100% closure within 48 hours for all, on daily basis.

Pending Complaint Backlog: The number of complaints unresolved beyond 2 days. This should be driven down to zero by mid-month. A spike in backlog shall trigger immediate attention by Circle / Corporate teams.

2. **Average Resolution Time:** With the concerted efforts of all team members, the average time taken to resolve a complaint (in hours) shall steadily improve as the month progresses. The team management feature in the FMS/DSCM should be used effectively so that the complaints booked by customer directly reach to the concerned field team members and message alerts are also available to the right person. This will help in cutting down on the time involved in transferring the complaint to the actual field person.

Target: Bring the average resolution time for all complaints (no major infra work needed) to <4 hours for urban areas and <6 hrs for rural areas.

3. **New Connections/Provisioning:** Treat pending provisioning of FTTH connections as top priority. Form special provisioning teams that solely focus on installations for the month (separate from fault teams) as per the work load based on total working connection of the partner. Coordinate with TIPs partners for last-mile tasks and monitor that 90% new connection is done within 3 days of booking.

4. **Customer Service Camps Held:** There is a need to increase the Number of service camps, organize Service Camps in different localities, especially areas with high complaint densities or important customer bases. For example, set up a camp in a large housing colony in partnership with the RWA, or at a busy market. These camps should offer on-the-spot services.

Target: Being the Customer service month, Each BA should hold at least one camp per week (4+ in the month) in each OA, preferably in different SDCA. This metric indicates pro-activeness in reaching customers.

5. (a) Business Area (BA) Heads – Frontline Implementation, Field Team Briefing & Motivation: Kick off the month with a town hall or meeting with all subordinate officers and field technicians in first week of April. Partner meeting should be held on weekly basis so that effective coordination is done with the partners for service delivery.
- (b) All existing new battery sets & Power Plant which are yet to be installed, shall be commissioned & integrated within next 10 days to strengthen the network availability & avoid outage due to unavailability of electricity.

Let's Celebrate this month with the customers, to convey our message loud and clear – **We are Connecting with Care.**

Encl: As above


(N.K. Agrawal)
20/04/2025
GM (NWO-CFA) &
Nodal for CFA vertical

Copy for kind information:

1. Sr. PPS to CMD, BSNL
2. All Director, BSNL Board.

Copy for information and n/a please:

1. CGM ITPC, Pune.
2. CGM BBNW Circle, Bangalore.