



SANCHAR NIGAM EXECUTIVES' ASSOCIATION **Rajasthan Telecom Circle, Jaipur**

No. SNEA/Rajasthan/Corr./2021-22/74

Dated 05.07.2021

To,

**Chief General Manager,
Rajasthan Telecom Circle
Jaipur**

Sub: Regarding various issues in our FTTH and Enterprises Business and suggestions for improvement.

Respected Sir,

You are well aware that we are facing negative growth in CM vertical due to non availability of 4G spectrum and negative growth in CFA vertical due to poor demand of LL/BB, the future of BSNL is totally depends on FTTH and Enterprises Business. There is huge scope in these two verticals. We have to pay more attention in these so that BSNL may get large revenue with loyal customers.

We want to put some issues and suggestions for you kind consideration which is experienced by our field executives.

For FTTH vertical:-

1. Aggressive marketing and visibility: - Other service providers are doing field survey, door to door marketing, distributing pamphlets, fixing boards at every house to increase their visibility in colony. This is attracting every one that this colony has fiber service of these companies while there is no visibility of BSNL FTTH in the colonies so nobody knows whether BSNL FTTH is available or not in that area. Due to this customers are taking the FTTH connection of other service provider. The marketing of multiplay services provided by BSNL is also not properly done. You are requested to give suitable instruction for proper visibility and marketing of FTTH service.

2. Non conversion of existing LL number to FTTH: - There is some technical issue in the ZTE NGN so the LL No. working in these exchanges are not possible to convert in FTTH. Due to this at one side we are losing our LL subscribers and revenue and on the other side the TIPs are not interested to install OLT in these areas. You are requested to take up this issue at corporate office level so that we may enhance our business in those areas also.

3. Prompt booking and installation: - Other service providers are booking customers on the spot through their App as and when a lead is generated. The charges are also being collected at the same time. After two hours the installation team visits the premises and installs the FTTH. Thus the FTTH start on the same day. While we are running at old and pathetic pattern, collecting CAF, issuing OB, paying demand note, then visit to premises. It takes three to five days for installation. In this period of huge demand of data and availability of many service providers, nobody has patience for this delay of installation. We may also start booking of FTTH connection online at App/BSNL website. SMS with link may be thrust to subscribers for information and booking of FTTH. These leads may be directly sent to TIP vendors PIN code wise. You are requested to give suitable instruction for monitoring of this process from lead generation to installation so that we can improve our service.

4. Fair charges of installation: - The TIP vendors are demanding abnormal charges of ONT and fiber from subscribers which is reducing subscriber's faith as well as tarnishing the image of BSNL. They charges 4000 to 5000 initially while others are providing ONT free/negligible charges. The TIP vendors should be monitored properly so that they cannot demand undue amount of ONT and fiber cable for new FTTH connection. A guideline in this regard may be issued after consultation

with FTTH team and TIP vendors. We may also instruct TIP to issue receipt of these charges to subscriber.

5. Quality of Service: - Many times some links between Jaipur and Mumbai are interrupted so there is fluctuation in our data speed. This increases negative image of BSNL in public mindset.

6. Agreement of TIP vendors with other service provider: - Many TIP vendors have made agreement with other service provider. When a lead comes to them, they offer the services of other than BSNL. If the subscriber insisted for BSNL only then they offer BSNL FTTH. You are requested to issue instruction to strictly ban such type of practice.

For EB vertical:-

This is high time that we should increase our focus on EB business. It is good for us that your good office is continuously monitoring this business and you are also interacting with every executive in this segment in Rajasthan circle. This is increasing positivity and enthusiasm among us. In this segment we can maintain long relation with our subscribers alongwith hefty revenue.

1. Shortage of executives: -There are not sufficiently staff posted in the EB unit in various SSAs. In many SSAs the work of EB is assigned as additional charge with other work. So they are taking this as second priority. In Jaipur SSA where maximum target is assigned, only four Key Account Manager (KAM) and one Project Manager is posted. This is not sufficient with the assigned target of Rs. 171.5 Cr to Jaipur SSA in this F.Y. Hence it is requested to post more executives as KAM in this segment considering one executive per 25 Cr revenue. We have to post dedicated executive as KAM/CRM in EB in all SSAs.

Finding new customers is important but to maintain existing customers by providing better quality of service is equally important. The main source of EB business is in Jaipur but only one Customer Relation Manager (CRM) is posted in Jaipur SSA who is not sufficient for timely redressal the grievances of our esteemed customers. There should be at least three executives as CRM in Jaipur SSA. Similarly we have to post dedicated executives as KAM/CRM in EB cell in all SSAs.

2. Resolution of complaints: - There should be clear instruction to field units that the complaints raised by EB cell should be addressed on Top priority. This will increase our mouth publicity and new business will be generated.

3. Tariff: -Our tariff is not comparable with other service provider which is not revised from last two years. After that many service providers have slashed their tariffs. Due to this we loose our customers many times. You are requested to monitor the tariffs of leased circuits/MPLS/PRI with other service provider and the suggestions may be sent to corporate office for necessary action.

4. Ambiance of EB cell: -Our EB team has to meet with corporate clients and some time they visit at BSNL office. So there should be proper sitting arrangement, air cooling and corporate ambiance to delight the corporate clients. This makes special effect on them.

5. For large business, higher management has to be worked proactively for meeting with other Central/State Government authorities and big industries/institutions.

We know very well that you are personally monitoring these two segments so we are quite hopeful that we will touch new height in these businesses in future.

Thanking You,

Sincerely Yours

(Susheel Kumar)
Circle Secretary

Copy for information Please:

Com. K Sebastin, General Secretary, SNEA CHQ New Delhi