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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)

BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

No. 16-8/2011/Employee Sugg./8

30th November, 2012

To


All Chief General Managers
Telecom/District Circles
BSNL.

Sub: Implementation of suggestions received from BSNL officials.

As you are aware, number of good suggestions have been received from BSNL officials all around country in response to CMDs call seeking suggestions for revival/turnaround of BSNL. Some of them concerning CSCs which are found important and implementable are given hereunder. It is requested that the same may be examined and implemented, if and as feasible.

- 1. Delivery of all services and products on single window concept:**
This is an old concept which was also emphasised in Project SMNILE. It is understood that after successful completion of Project SMILE, the CSCs may already have been delivering all products and services through a single window concept. However, there are chances that for some activities which we may not have integrated in all our CSCs, customers could still be facing inconvenience. It is suggested that a critical review may be made covering all BSNL services and products and ensure that single window concept is practiced in letter and spirit.
- 2. Integration of commercial activities with CSCs:**
For most of the processes, such integration was prescribed under the initiative "redesigning of processes" in Project SMILE. The areas where commercial part of the process is still not within the ambit of customer service centre, may be identified and such integration should be implemented as soon as possible so that turnaround time for every service delivery process is reduced and everything comes at a single point of contact for greater customer comfort.
- 3. To make good shortage of BSNL products in CSCs:**
A feedback has also been received that in some CSCs, shortage of BSNL products has been observed. It is necessary that all BSNL products should be available in CSCs without fail so that customers should have one place where they are sure to get everything under one roof. In this regard, it is suggested that the circle level coordinator may be assigned to oversee adequate level of inventory in all CSCs.

The feed back in respect of implementation of the above suggestions may be sent to this office.


(Narendra Kumar)
Sr. G.M.(CSC)