

Review by CMD on 15.4.14 - Progress of HOCC Action Points

	Action point	Review by CMD on 15.4.14 - Action points	ATN (to be submitted by concerned unit by 30.4.2014)
1 CM	Strengthening of Sales Channel:		
	<ul style="list-style-type: none"> ● Use of IT tools (including improvement in existing Sancharsoft system) to enable direct online payment of commission & incentives to Retailers. 	<ul style="list-style-type: none"> ● Case to be resolved by Dir(CFA)/Dir(CM) in one week (By 22.4.2014) 	
	<ul style="list-style-type: none"> ● Inclusion of automatic SMS alerting to FOS (Feet On Street) for collection of CAF from Retailers and activation of numbers within few hours. 	<ul style="list-style-type: none"> ● Automatic SMS alerting to FOS to be completed by 17-4-2014. 	
2	Induction of Data Analytics Engine:		
	<ul style="list-style-type: none"> ● Induction of Data Analytics Engine in the network to capture customer's life cycle and to facilitate market segmentation. This will enable customer specific offerings and also VAS. 	EOI floated on 20.3.14. Monitor further action items and provide status update.	
3	Efforts to increase revenue from Data Usage:		
	<ul style="list-style-type: none"> ● Ensuring better availability of Network carrying data traffic. 	<ul style="list-style-type: none"> ● CFA Unit will provide surplus IP addresses to CM units latest by 22.4.2014. ● CM Unit to coordinate with C&P Cell for ensuring media/CPE availability for parenting of Node B on IP media. 	
	<ul style="list-style-type: none"> ● Provisioning of competitive Tariffs. 	<ul style="list-style-type: none"> ● Integration of system across 4 zones for bundling partners is completed. CM Cell to publicize the same. 	
	<ul style="list-style-type: none"> ● Improved awareness & visibility, adequate Content & Data services and better customer care. 	<ul style="list-style-type: none"> ● Get report from all circles on customer response/ percentage of customers queries answered by circles. ● Monitor the progress of release of Pointer ads by circles. Pursuance with those circles where atleast 10 Pointer ads per month are not being released. ● Work of Call Centres in East Zone should be completed on priority. CM Cell to follow up . 	

4	Reduction in OPEX:	
	<ul style="list-style-type: none"> ●Energy conservation with major emphasis on avoiding requirement of air conditioning in BTSs/ Node-Bs, Extensive use of Air cooling systems instead of air 	<ul style="list-style-type: none"> ● NWO-CM Cell to make available report to Restructuring Branch by 17.4.2014.
	<ul style="list-style-type: none"> ●Launch of Special drive to get Electric Mains (EB) connections for non electrified (Non EB) sites. 	<ul style="list-style-type: none"> ● NWO-CM Cell to make available report to Restructuring Branch by 17.4.2014.
	<ul style="list-style-type: none"> ●Detailed scrutiny of Electricity bills for taking benefit of any incentive scheme and rules regarding electricity usage by major client like BSNL. 	<ul style="list-style-type: none"> ● NWO/CM Cell to make available report to Restructuring Branch by 17.4.2014.
5	Non-Conventional Energy Solutions:	
	<ul style="list-style-type: none"> ●Reduction in OPEX through use of cluster based solutions for complete power management using non-conventional energy systems, especially at non EB sites. ●Provision of these systems on fixed OPEX basis while CAPEX to be incurred by the solution provider. 	<ul style="list-style-type: none"> ● NWO/CM Cell to make available report to Restructuring Branch by 17.4.2014.
6	Leasing out BSNL Tower Sites	
	<ul style="list-style-type: none"> ●Leasing out BSNL Tower Sites to other TSPs for defined lock in period of seven years to generate additional revenue for ●Circles to energize their teams for doing this business proactively. 	<ul style="list-style-type: none"> ●Progress to be monitored

7 CFA	Marketing: Visibility of BSNL brand in public domain (also applicable to CM Business)		
	<ul style="list-style-type: none"> ●Face book / Twitter channel for product promotion. 	<ul style="list-style-type: none"> ● Get report on number of hits. Send letters to all such circles which have not yet operationalised face book page and twitter channel. ● Create positive environment by providing response to general kind of queries . ●CA Cell to brief CMD on outcome of assignment given to M/s Golden Phoenix 	
	<ul style="list-style-type: none"> ●E Marketing - Online Marketing. 	<ul style="list-style-type: none"> ● NWP-BB Cell to send the note to Corp. Mktg. for preparation of suitable ads for web/ online advertising. 	
	<ul style="list-style-type: none"> ●Mass canvassing - Rotary / Lions Club /Colleges / Universities. 	<ul style="list-style-type: none"> ● NWP-BB Cell to put up letter from CMD to all such circles which have not taken action for mass canvassing through Rotary, clubs, colleges, universities etc. ● Get feedback from circles on outcome of melas being organised for improving visibility / selling BSNL products. 	
	<ul style="list-style-type: none"> ●Market Research: Customer Survey / Perception / Feedback. 	<ul style="list-style-type: none"> Work order placed on 20.2.14. Research reports expected by 10.5.14. 	

8	<p>Utilization of CDR system capabilities in PSTN/broadband customers churn management with focus on retaining</p>		
<ul style="list-style-type: none"> ●Identify PSTN /Broadband Customers with outgoing calls zero usage/ zero IPDR or decreasing usage. 	<ul style="list-style-type: none"> ● NWO-CFA Unit to take following actions. 		
<ul style="list-style-type: none"> ●Identify PSTN/Broadband Customers with high/ repeat complaints in last one month. 	<ul style="list-style-type: none"> ● Hold interactions with out door staff unions for speedy fault resolution and better customer care - Letter to CGMs. ● Launch drive in 45 high revenue SSAs for better focus on out door plant rehabilitation - maintenance of DPs Pillars, cable. ● Launch drive for improving loading of DSLAM equipment. Get present figures of loading and give specific targets to each circle. 		
<ul style="list-style-type: none"> ●Outbound calls immediately after DNP as incoming calls are allowed upto 30 days from the date of DNP. 	<ul style="list-style-type: none"> ● Monitor the figures of percentage retention of incoming barred cases with specific focus on circles where these percentage is less than 10%. Letters to be sent to CGMs immediately. 		
<ul style="list-style-type: none"> ●Outdoor staff/field officers to identify reasons for non-payment/spot resolution of complaint if any- suggest alternative suitable tariff plan for customer retention. 	<ul style="list-style-type: none"> ● Work out scheme for offering high speed to customers in unlimited broadband plan to resolve customer grievance of drop in speed after the subscriber reaches the down load limit. ● Improve focus on provisioning of FTTH services and also review process of provisioning and pricing of FTTH services with a view to improve attractiveness of these services. 		

9	New Developing Areas (NDA) Project: 45 High revenue SSAs		
	● Focussed attention on 45 high revenue SSAs (High Revenue SSAs are those whose revenue is Rs.10 Crores and above per month.	● CM & CFA Units to write to Circles/SSAs where the SSA revenue performance has been poor.	
	● Fund and material allotment on priority to these SSAs - Priority Execution of expansion work in such TNF areas and also	● CFA unit to expedite finalisation of BB Modem Tender.	
10	Improvement in Customer Experience		
	● Peering of servers of most popular sites (Youtube, Google, Torrent) for optimizing international bandwidth usage.	● Examine the possibility of further saving of international bandwidth and improving customer experience.	
	● Introduction of centralized billing for corporate customers having pan India		
	● Integration of CFA and CM billing platform.		
	● Scheme for offer of higher speed to premium customers.	● Work out scheme for offer of higher speed to premium	
11	● Outsourcing Model for Broadband Maintenance to improve Quality of Experience & Revenue.	● EOI to be finalised by April, 2014 after taking into account feedback from circles/SSAs which have experience of outsourcing maintenance work.	
12	● Broadband combo Plan to be allowed for DID Franchisees & Policy on access of Tech Park/Malls.	● EOI to be finalised by April, 2014 after taking into account feedback from circles/SSAs which have experience of outsourcing maintenance work.	
13	● Closure of standalone exchanges with DELs less than 20 & revenue less than Rs 15000 per month.	● Send reply for the audit para relating to cases where standlone exchanges with less than 10 DELs have not been closed.	
14	Study why BSNL is paying much more IUC charges now and getting much less.	● Study group constituted by Director (CFA) ● Report to be submitted by 30th April, 2014.	
15	Offer of prepaid broadband facility Wifi-spots.	● Work out solution for offer of prepaid broadband at Wifi spots being created under NOFN project by 25th April, 2014	
16	Procurement of web filtering equipments	● Indicate status position of procurement of web filtering equipment.	
17	Strict control on expenditure incurred by field units for repair of telephone instruments.	● CFA Cell to get feed back from field units on expenditure being incurred for repair of telephone instruments and issue appropriate instructions.	

18	ENT	<ul style="list-style-type: none"> ●Launch of Enterprise Customers Portal. 	<ul style="list-style-type: none"> ● Enterprise. Customers portal to be implemented for customers with all features throughout the country by 30th ● Ent. Unit to make presentation on enterprise portal to CMD ● Decision on hiring of hardware to be expedited. 	
19		<ul style="list-style-type: none"> ●Augmentation of Core network bandwidth. Availability of IP/MPLS Network and Expansion to Managed Next Generation Transport. 	<ul style="list-style-type: none"> ● PE router tender to be expedited. CN unit to give time frame for finalisation of tender. 	
20		<ul style="list-style-type: none"> ●New NMS to tap ever growing MPLS VPN market opportunities and to bring qualitative improvement in services to customers. 	<ul style="list-style-type: none"> Tender to be floated by MM Cell in 2 weeks (29.4.14). Monitor the status and follow up action 	
21		Ensuring media for parenting of Node B to RNC	<ul style="list-style-type: none"> ● Dir(Ent.) to do a comprehensive review of availability of media and status of tenders. 	