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BSNL staff out to strike a chord with consumers to regain lost ground

About 3 lakh employees of public sector telecom carrier BSNL will begin a stir of a different kind on May 1, the International Labour Day. This time around, they are not going to strike and demand wage increases or other benefits.

Overtaken by private operators in wireless segment and with landline base declining, BSNL employees have realised that it is time to act and regain confidence of people. All BSNL unions have formed a Joint Action Committee and approached the management to prepare a salvage plan. The initiative will start off with Customer Delight Month in May to achieve zero fault rate, total customer care and review. Employees say, this is just a beginning.

“We posted losses last year. If we want to come out of the red, we need to increase revenues, say, by 5 per cent. And if we walk an extra mile and increase revenues by 10 per cent will be profitable,” [Mr Prahlad Roy, leader of JAC told Business Line.](#)

“We are seen as struggling to achieve gains for ourselves. We want to change this image in the eyes of public and show them we work to solve their problems too,” he said.

“We have found that our customers are facing a lot of difficulties on service front. They feel they need more care with regard to issues such as billing, restoration of wireless, landline and broadband services,” he said. By December 31, 2010 share of public sector telecom operators stood at 15.40 per cent, with private sector wresting the remaining 84 per cent, as the total subscribers crossed the 78-crore mark.

The JAC asked the management to equip them with necessary technology, tools and equipment in their mission to attend to customer grievances quickly and win their confidence. Acting quickly, the CMD had directed all Chief General Managers in charge of all States to provide the employees with necessary support.

As part of this, BSNL launched Special ISD vouchers to offer Rs 1.49 a minute call to the US, Canada and Singapore. “You can dump that computer to make calls. It is very cheap when you use these vouchers,” Mr Rajeev Agarwal, Chief General Manager (AP), said.

Customers can now send an SMS to 54141 to post their grievances.

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