

कमरा नं० 317, भारत संचार भवन,
हरीश चन्द्र माथुर लेन, जनपथ,
नई दिल्ली-110001, भारत
दूरभाष कार्यालय : +91-11-23734073, 23037184
फ़ैक्स : +91-11-23734075
ई-मेल : dir.cm@bsnl.co.in
Room No. 317, Bharat Sanchar Bhawan,
H.C. Mathur Lane, Janpath,
New Delhi - 110 001, India
Ph. : +91-11-23734073, 23037184
Fax : +91-11-23734075
E-mail : dir.cm@bsnl.co.in



भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)
BHARAT SANCHAR NIGAM LTD.
(A Government of India Enterprises)

आर. के. मित्रल
निदेशक (सी.एम.)
R.K. MITTAL
Director (C.M.)

D.O. No 19-2/2016 S&M-CM
Dated : 20th Jan, 2016

Dear Shri _____,

During my last two months as Director CM, I have mixed personal experience on the efforts being put in by our circles on Sales and Marketing front. On one hand, I have found that big cities like Lucknow and Guwahati, where the entire Circle top brass is stationed are lacking in basic Brand Visibility and Franchisee-Retailer education and on the other, small towns like Roapr in Punjab are showing good brand visibility and a good Retailer education. This goes on to say that places where SSA and Circle heads are actively monitoring this important aspect, Sales and Marketing impacts are for one and everybody to see. Ropar SSA was surprise visited by Corporate Office CM Marketing team.

2. In this hyper competitive age, Sales and Marketing constitutes an important, if not the most important aspect of business. It would not be out of place to mention that even our best intended and superlative telecom products would not be able to sell or popularize, if not accompanied with a proper Sales and Marketing push.

3. I have compiled few important aspects in Sales and Marketing, where i would like you to concentrate and provide impetus.

(a). *Visibility* - The old saying 'Jo Dikhta hai, Wo Bikta hai' is ever green and ever true. Wall paintings, Small local paper advertisements, FM Radio and few strategic billboards can be targeted. Importantly, BSNL brand visibility in terms of posters, danglers, flex banners at Retailer outlets be targeted.

(b). *Delay in SIM Activation* - Common issues that needs immediate resolution includes CAF feeding and activation staff not available after office hours, Single CSC designated in an SSA to collect CAF despite the fact that multiple nearby CSCs are present in the SSA, Non availability of Sancharsoft terminals in all CSCs / manned exchanges.

(c). *SIM Activation on Holidays* - This is a common concern and has becomes sort of a nuisance that during Second Saturdays or continued holidays, SIM activation are inordinately delayed. Suitable arrangements for CAF collection, feeding and activation needs to be done compulsorily.

(d). *Frequent Franchisee-Retailer interactions* - Here we need to understand that it is not the Franchisee or Retailer that is going to come to us, rather it is we, who has to approach these important Point of Sales. Retail Managers of the SSA Sales team should meet each of his/her allocated Retailers atleast once in a week. During these interactions, Retail Mangers should carry Marketing material and new Sales initiative write-ups.

(e). *Use of Social Media* - Each of the Retail Managers should form a Social networking site groups like Whatsap and encourage his /her allocated Franchisee-Retailers to join the group. The Retail Manager could use this group for populating BSNL plans and initiative related information.

(f). *Efficient Utilization of Call Centres* - The Wireless Service Call Centres (WSCC) should be updated regularly about the promotional schemes, tariff and benefits to Retailers. Pro-actively, OBDs from WSCC be initiated to Retailers apprising them about BSNL schemes.

(g). *Updated Circle web site* - The Circle web site should be updated regularly about the promotional schemes and latest tariff structures. Information about new plans and schemes should be necessarily

पंजीकृत एवं निगमित कार्यालय : भारत संचार भवन, हरीश चन्द्र माथुर लेन, जनपथ, नई दिल्ली-110001
Regd. & Corporate Office : Bharat Sanchar Bhawan, H.C. Mathur Lane, Janpath, New Delhi-110001
Corporate Identity Number (CIN) : U74899DL2000GOI1107739
Website : www.bsnl.co.in

available at the Circle web site. Any feedback collected at the circle web site should be promptly passed on to relevant sections for quick follow-up.

(h). Outbound Calls to BSNL Landline numbers – Kerela circle has recently taken an initiative, wherein they have made OBD to BSNL Landline numbers educating Landline subscribers about BSNL Mobile plans and requesting them to subscribe to BSNL Mobile services. This initiative has given excellent results. Similar drive can be taken up in your circles too.


(i). OBD to Porting-out Customers – A retention call, within the porting window, should invariably be made to porting out customers to persuade them to retain BSNL services. Their valuable feedback, irrespective of their decision to retain BSNL services should be then be acted upon.

4. I therefore urge upon on you to bestow your undivided attention towards this important aspect, which has a direct bearing on your circle revenues. In this regard, I would request you to send me a complete status report on the sales and marketing activities undertaken by you in last quarter. Also, I would like to hear from you any other conventional or unconventional sales or marketing efforts that have yielded good returns.

5. I have also directed my Marketing team to make surprise visits in all circles regarding Marketing initiatives being taken by the circle and their impact on ground.

With Best Wishes

Yours sincerely,


(R.K.Mittal) 20/01/2016.

To
All Chief General Managers
Territorial Circles & Metro Districts