



**ALL INDIA  
BHARAT SANCHAR NIGAM LIMITED  
OFFICERS' ASSOCIATION  
CENTRAL HEAD QUARTERS  
37, Laxmibainagar, New Delhi – 110023**

General Secretary  
**V.P.ARYA**  
Mobile:9868210478

No. AIBSNLOA/CHQ/2008/25

Dated 23.06.2008

To  
Shri Kuldeep Goyal,  
Chairman & Managing Director,  
Bharat Sanchar Nigam Limited,  
New Delhi 110 001.

**Subject: Fast increasing cases of migration of high paying customers belonging to both Corporate Sector and Government Departments.**

Sir,

We express our serious concern on the increasing cases of migration of creamy and high paying customers belonging to both Corporate Sector and Government Departments from BSNL to other private telecom operators. The latest being that of Southern Railways as reported in the website of The Hindu [Extract enclosed].

2. In regard to the Southern Railways decision to migrate, we would like to urge upon you to kindly take up the matter at the highest level and have discussions with the concerned authority so that the migration could be stopped. Otherwise, we may lose other zonal railways as well. This will be a big blow to BSNL's effort to improve its position as a service provider.

3. It is really a matter of serious concern that migration of important customers from BSNL is now a regular feature. We feel that BSNL has done very little to arrest the trend - least to talk about the efforts to reverse process. We strongly feel that those at the helms of affairs in Circles/SSAs and other field Organizations of BSNL are not at all making any effort to retain these customers.

4. According to our findings, there is practically no interaction between the Officers at the helm of affairs in Marketing/Commercial/Operation Organizations and these customers. It is not that quality of service is the only matter of concern for these customers. There are many areas like tariff, billing, value added/new services and facilities etc which may be bothering them. We generally expect them to come to us and explain their requirement. But it is not the case with the Private Operators. They take the pain to meet such customers and win them away. It is not that there is no interaction with the customers at all in BSNL. But it is with the employees relatively at very lower level who matter very little to these customers.

5. In order to put a brake to this lethargic and suicidal approach, we would like to suggest a few important and urgent steps to be taken as follows:-

(1) Periodical visit by the senior Officers of the SSAs/Circles to the important corporate, Business Houses, Industries

and Government Departments and personal interaction with the concerned Heads in order to build up greater rapport and confidence.

(2) CGMs/SSA Heads should have periodical meetings with the very high calling customers - from business, industries, corporate Sector and Government Departments. They should also visit their Offices and meet the Heads of these Organizations. Their requirement should be understood and suggestions for improvement/removal of deficiencies in service be seriously examined and appropriate action taken expeditiously.

(3) SSA/Circle Heads should invite such customers in BSNL's public functions including cultural and sports events, foundation day celebration (1<sup>st</sup> October), distribution of Sanchar Shree/Sanchar Doot Awards etc. The Prizes and Awards may also be got distributed by some of them in an effort to send the message of togetherness.

6. What is more important at this moment is to grow better rapport with these customers and to have friendly terms. BSNL has to shed its image of a typical Government Department whose senior Officers believe in the culture of having an insulated life style while in Office. The Public Relation Units, Marketing and Commercial Organizations of BSNL need to be revamped accordingly.

With kind regards,

Yours sincerely,



(V.P.Arya)  
General Secretary

Copy to:

1. Shri J.R.Gupta, Director (O), BSNL Board.
2. Shri R.K.Aggarwal, Director(Plg), BSNL Board.