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भारत संचार निगम लिमिटेड

(भारत सरकार का उद्यम)

BHARAT SANCHAR NIGAM LIMITED

(A Govt. of India Enterprise)

No. 8-20/2019-20/PHM Dated: 11.12.2020

## पी.के. पुरवार

अध्यक्ष एवं प्रबन्ध निदेशक P.K. PURWAR

Chairman & Managing Director

Dear All,

## Sub: Performance of the Clusters: Improvement therein.

In order to maintain and grow the landline & broadband customer base, the quality of service parameters play a very important role. It has been reiterated that quality of service parameters need to improve so that the esteemed customers get better services. This has been repeatedly communicated as per regular monitoring mechanism/ VCs from BSNL HQ unit. Post VRS, SLA based outsourcing is implemented to improve the QOS and very pro-active role played by Circles and BA to implement it successfully.

The performance of the clusters is being reviewed periodically. Although the PAN India performance is improving month on month, the overall performance is not as per the expectation. The report for the month of November 2020 is enclosed as Annexure-A, wherein performance of clusters w.r.t. two parameters i.e. Fault clearance within 24 hours & MTTR is shown for both landline & broadband. As can be seen, 35~40% of the clusters are having more than 70% fault clearance within 24 hours for landline & broadband. Also 40~45% of the clusters are having less than 24 hours MTTR for landline & broadband. More concentrated efforts and strict monitoring of the clusters is still required so that the performance of rest of the clusters (60%) reaches to a similar level. In addition, for these 35~45% clusters the MTTR is required to be brought to single digit, i.e., <10 hours.

It is now desired that the 85% fault clearance within 24 hours and MTTR of less than 24 hours is achieved in 100% of clusters in first phase so that we can reduce it further to meet customers' expectation. This is foremost requirement for retention of the existing customer base and further addition of new customers.

A mechanism for monitoring of performance of the cluster partners be evolved at circle level and 10% of worst performing partners be identified. The corrective steps be taken including the change of these partners, if required, so that the performance of these clusters also improve.

As you would appreciate that in this era of cut throat competition, the only distinguishing factor is Quality of Service. I, therefore, call upon all of you to refocus and intensify your efforts to improve the Quality of Service parameters in order to meet the above targets. Looking forward to more vigorous efforts from you and your circle in this regard.

With Best Wishes,

Enclosures: As above.

Yours sincerely,

(P.K. Purwar)

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To,

The Chief General Managers, All Telecom Circles, BSNL

पंजीकृत एवं निगमित कार्यालय : भारत संचार भवन, हरीश चन्द्र माथुर लेन, जनपथ, नई दिल्ली—110001 Regd. & Corporate Office : Bharat Sanchar Bhawan, Harish Chandra Mathur Lane, Janpath, New Delhi-110 001 Corporate Identity Number (CIN) : U74899DL2000GOI107739 Website : www.bsnl.co.in

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