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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

BSNL/EB-II/Review/2017-18

Dated: 04th Dec, 2017

Chief General Manager
All Telecom Circles/Metro Districts

Sub: Rationalization of discount and freebies during and after commitment period to Enterprise customers.

For past some time, a number of cases are being received to ECT-EBU, BSNL CO asking for higher discounts and waivers on different telecom services working for different EB customers in some of the circles. In most of such cases, the plea remains "Other TSP/ISP has offered lower rates to the customer and if rates are not revised downward, the customer would Port-Out to other operator."

In above circumstances, ECT-EBU, BSNL CO and Director (Enterprise) has hardly any option but to agree to the proposals of your office in order to avoid Porting-Out of existing customers keeping in view the costs involved to penetrate and connect a new customer to BSNL and reliance on your market intelligence.

But in contrast to above situation, there are hardly any proposals received for offering competitive rates, to Port-In Enterprise customers of other operators to BSNL.

This proposition suggests that the sales force of competing operators is continuously on watch of our existing customer base and trying to wean them away from BSNL by offering better rates.

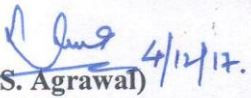
This practice of our competitor's sales force needs to be arrested by way of continuous liaising with our existing customers and taking up timely renewals when due at the present day competitive tariff prevalent in your circle.

At the same time, we also need to adopt necessary skills and efforts to Port-In Enterprise customers from competitor's fold which is hardly manifested in the proposals being received or the business entered into Enterprise funnel.

A channel partner policy has already been bought by BSNL with quite aggressive commission structure, best in the industry to deal with the above situation. But the same also seems not to have been put to use.

It is therefore requested not only to retain the existing customer base on competitive rates and waivers after proper scrutiny of claimed rates and business dynamics in your area but at the same time efforts may also be made to compensate such correction of revenue by way of Porting-In maximum customers from our competitors fold.

Further, while making Porting-In efforts, BSNL's wide range of products and its all India delivering capability advantage, may also be factored in and explained to the customer.


(S.S. Agrawal) 4/12/17.
PGM (EB-II)

Copy to: Director (Enterprise) for information please.