

3. PCO franchisees should henceforth be given "Commercially Important Customer" status irrespective of the revenue generated from the PCO. A PCO helpline should be started through call centre on '1500'. The PCO franchisees can register their grievances by dialing "1500" in case of landline PCOs and "94000 24365" for GSM Mobile PCOs.
4. FLPP service has been started in all OCB, EWSD and 5ESS switches. New PCOs in all these exchange areas should be provided only on FLPP unless a Postpaid PCO is insisted upon by the applicant. In other areas where it is not technically feasible to provide Prepaid PCOs using FLPP, Postpaid PCOs may be provided. Effort should also be made to convert maximum number of existing landline PCOs into Prepaid PCOs using FLPP.
5. The applicant is, presently, required to give an undertaking in the PCO Agreement form to the effect that the type approved charge indicator operating on 16 Khz pulse will only be used by him. There is, therefore, no need of any prior testing/verification of the charge indicator by field staff. The PCO line should be immediately provided on receipt of the application in all feasible cases.
6. All SSA Heads should personally monitor the grievances of PCO franchisees. In case of a SSA, headed by an officer of SAG or above level officer, the SSA Head may, if he so desires, nominate any officer one rank below him, for monitoring their grievances on his behalf, provided such officer is not below the rank of DGM.
7. The Officer-Incharge of the Business Development Cell in Circles will henceforth be designated as 'Head-PCO Business'. He will analyse the PCO business on fortnightly basis with reference to the change in number of PCOs, increase/decrease in PCO revenue, market share of BSNL PCOs, factors affecting the PCO business, strategy adopted by private franchisees having bearing on PCO business etc. 'Head-PCO Business' will keep a special watch on the existing PCOs where the earning of the PCO in a month is substantially different than the average revenue of that PCO, as sharp decline in revenue is often an indicator of the PCO owner's intention of churning to the other operator. He will also send monthly report giving details of his analysis of the PCO business along with his suggestions to DDG (CS), BSNL CO by 10th of every month.
8. It is often seen that PCO franchisees are ignorant of their rights as well as the schemes launched for them by BSNL. Close interaction with the PCO franchisees on continuous basis is, therefore, essential so as to retain them with BSNL. Periodical meetings (preferably on monthly basis) should be convened by SSA Heads to provide information about various services and schemes of BSNL and receive market feedback from PCO holders. Circle Head should also convene similar meetings on quarterly basis. A report/minutes along with the views of Circle Head/SSA Head for the same may be forwarded to this office within one week of holding such meeting.
9. The SSA Head should address a letter which should be sent to each PCO franchisee along with the bill intimating them of the facilities available to them and the business opportunities which they can avail in BSNL. (A draft letter to be addressed by SSA Heads to all PCO franchisees is enclosed herewith which can be suitably modified depending upon the need).

