

E3-E4 CFA

PROJECT UDAAN AND DOSTI

AGENDA

- Objectives of Project Udaan
- Project Udaan Approach
- Udaan Team
- Pre & Post Udaan
- Wings Software
- Project Dosti
- Steps Planned

Objectives of Project Udaan (1/2)



- **Customer segmentation:** Create discrete segments of customers based on their usage profile & understand the key requirements & issues
- **Product / pricing design & concept testing:** Create pricing / product innovations to address specific requirements of each of the customer segments identified

Objectives of Project Udaan (2/2)

- **Sales force design:** Put in place the structure of retail sales force, associated sales processes, incentive scheme for fixed access services retail sales
- **Customer service processes:** Improve & Implement key processes for various channels of customer service (e.g. CSC's, call centres, broadband helpdesk etc.)
- **Service delivery & service assurance processes:** Create a dedicated team to identify and resolve issues, along with the associated interfaces to sales and customer service.

Project Udaan Approach (1/2)



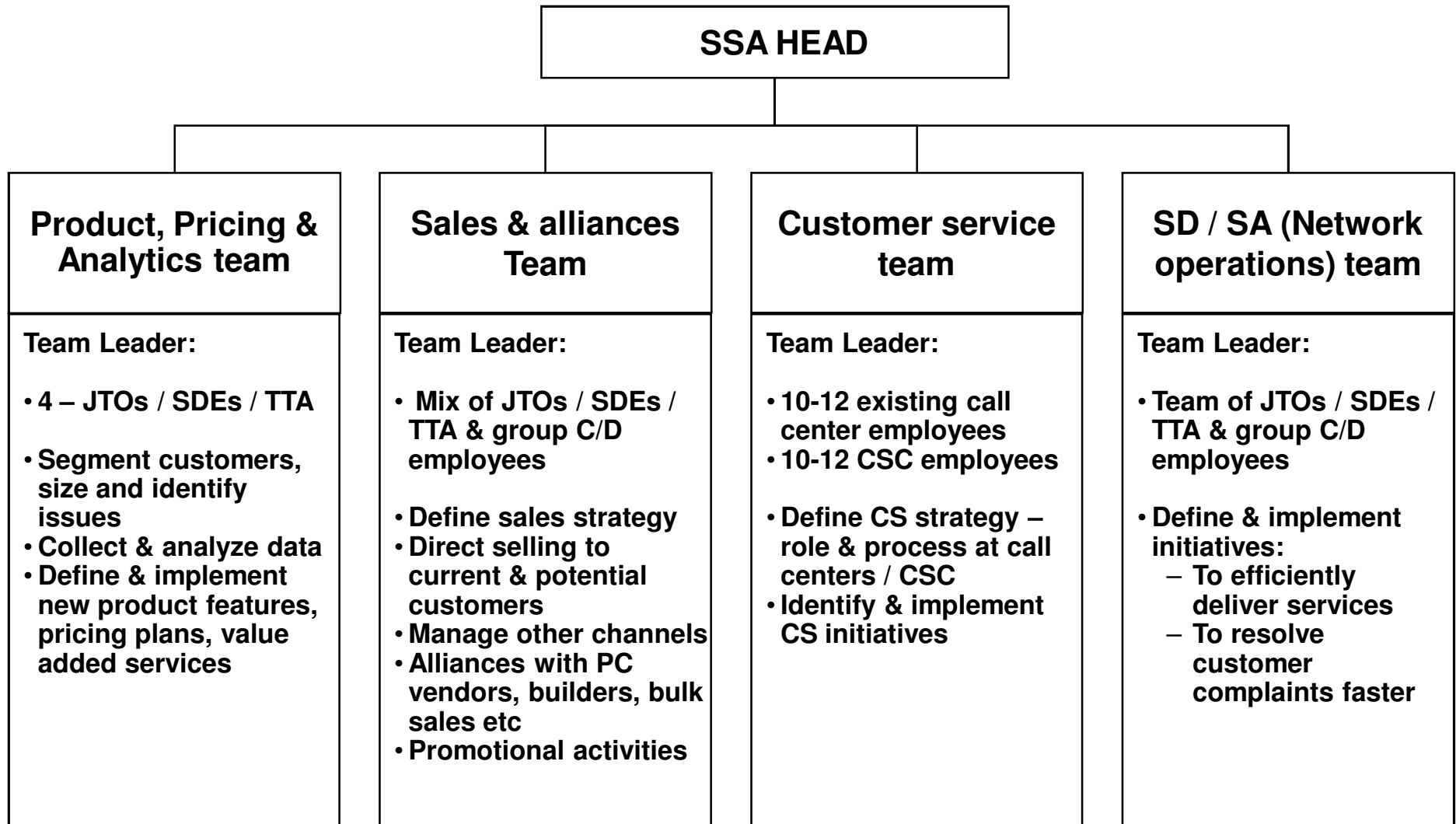
- Proactive ways introduced for capturing potential customers
- Introduction of BSNL Sales teams
- Feasibility check done before collecting documents and registration fees.
- The feasibility status informed to the customer invariably.
- The record of non-feasible requests which could not materialize, maintained with Cables team.

Project Udaan Approach (2/2)

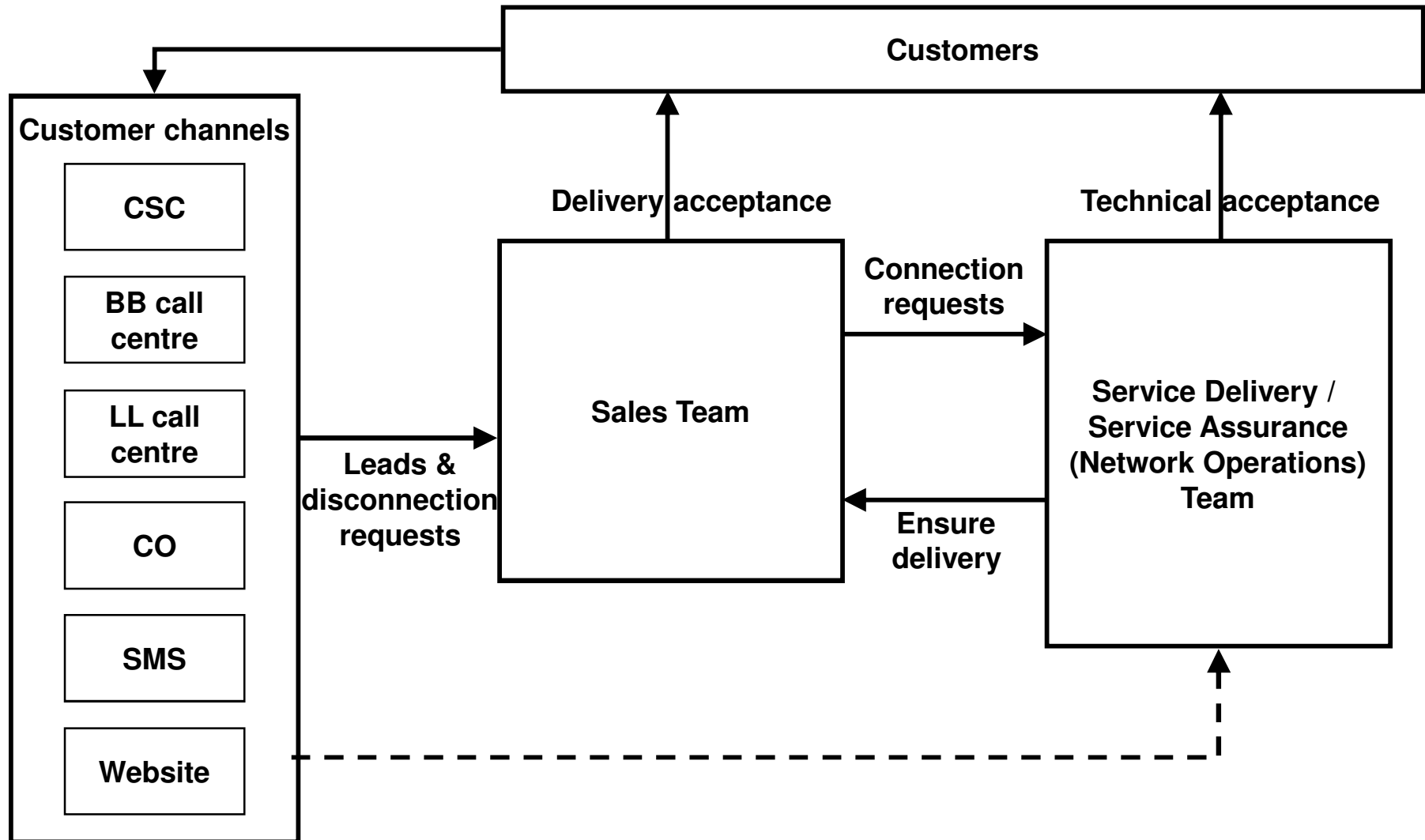


- Apart from the normal channels of monitoring, separate SDSA team members help in monitoring and resolving the issues between Sales and Outdoor teams.
- Process wise time taken monitored to help narrow down and focus on the problem areas

Udaan Team



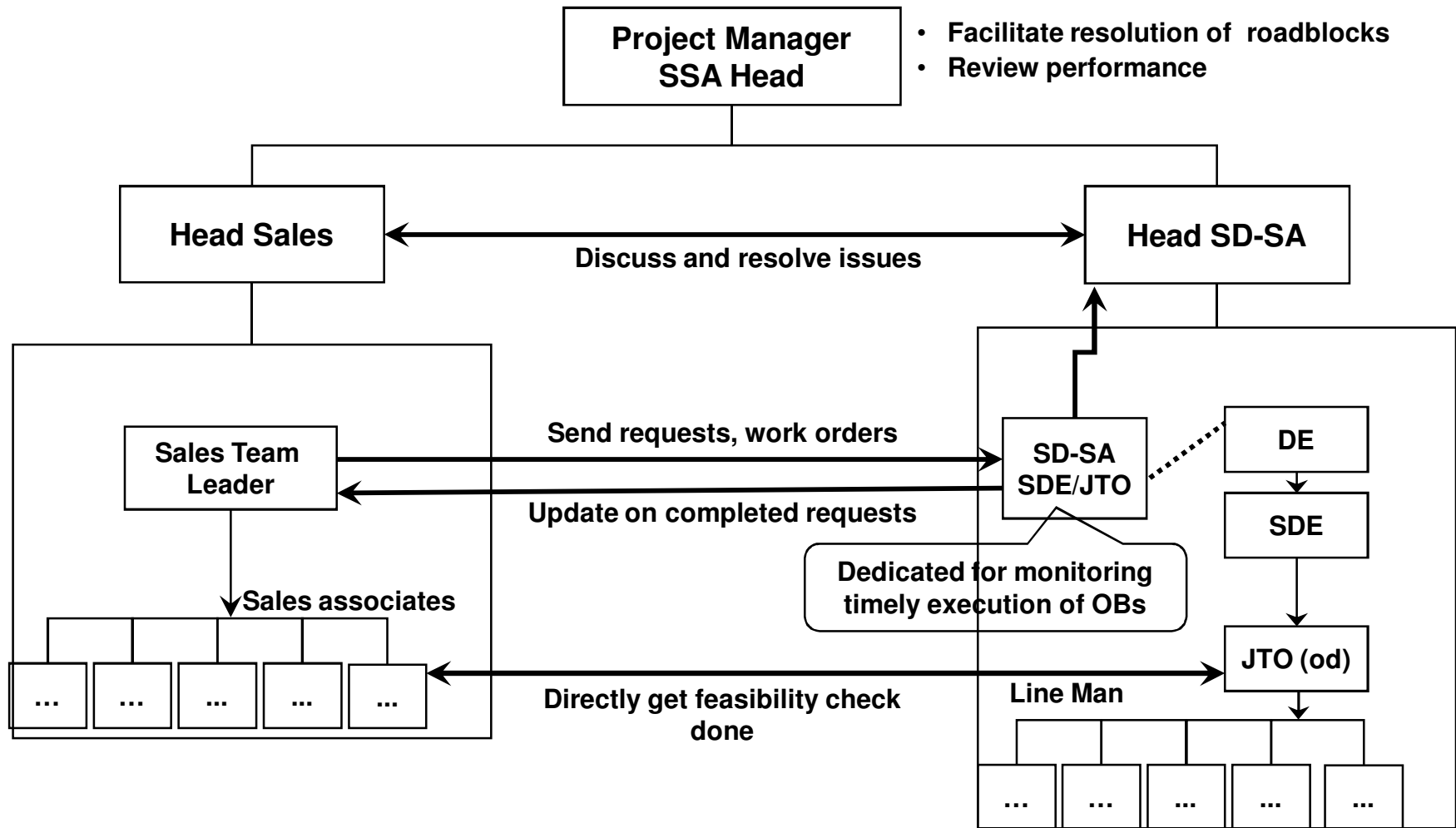
Interaction map



SD SA Teams

Setting up of Service Deliver-Service Assurance Teams	
Outdoor members	1 or 2 members per Outdoor division
Indoor members	1 member per Indoor division
Support members	NIB Node-in-charges, CITOMS / DotSoft in-charge (if any)
Critical role and activity definitions within the SD / SA team	
SD / SA team at divisions will...	Outdoor team will ...
<ul style="list-style-type: none"> • Follow up on all network support (feasibility, activation) requests generated by sales team • Proactively track pending requests and contact outdoor team for faster service delivery • Work with cable's team to enable feasibility for requests where customers are ready to wait 	<ul style="list-style-type: none"> • Regularly monitor the feasibility check requests coming from sales team through Wings. • Report feasibility expeditiously • Expedite work on outdoor installation steps for OBs raised for feasible requests above • Work closely with sales team to give the customer a delightful experience.

Interactions among team members

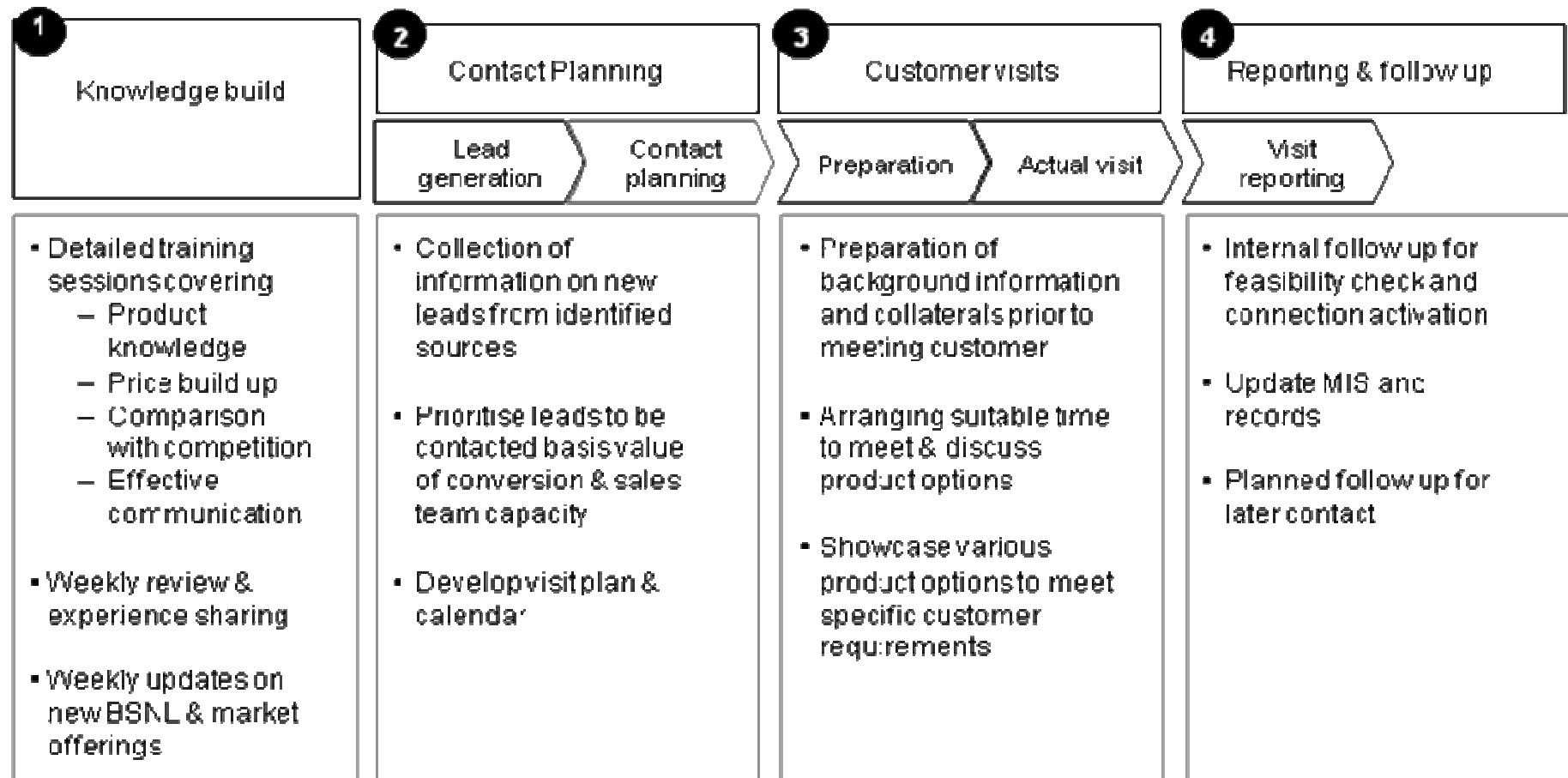


Process changes

	Activity	Key changes in current process
Learn	General / technical & tariff enquiries	Deliver product / plan brief to customer & route lead to sales for follow up
Get	New connection request	Route customer leads from call centre, BB helpdesk, SMS and online to sales
Fix/Change	Check status of complaint / connection request	Provide up-to-date status to customers on queries / new connections / complaints
	Connection not working	Capture nature of complaint and route to relevant SD / SA team
	Change of plan	Route to sales or SD / SA based on new or legacy customer respectively
Pay		
Stay	Disconnection request	Understand reason for disconnection and escalate to sales team
	Change of location	Route to relevant sales team lead

Sales Force Design

Four key processes to ensure high sales team effectiveness



Pre & Post Udaan

Pre Udaan	Post Udaan
No detailed data base for leads received at BB / Call Centre /SMS / website	Consolidated database for leads from all channels
No structured process to capture leads and contact potential subscribers at their door step	Interfaces between customer service, sales and network operations defined
No mechanism to follow-up and track status of leads	Web based IT Tool allows capture and tracking the status of leads
Status of feasibility unknown at the time of booking a connection	Feasibility verified prior to OB generation
Monitoring system, Admn. report by Team Leaders - not available.	End-to-end tracking of leads from origination to provisioning of a connection is now possible
All customers receive a physical copy of bill by default	Provide the customer with option to opt for e-bill (under evaluation

Wings Software

- Centralized Web based software
- On line status visibility at SSA, Circle and corporate level
- Roles
 - Sales Associate
 - Sales Team leader
 - CSC/Call center ex
 - Sales Executive/Sales rep/franchisee
 - SSA Admin(DGM S&M-CFA)
 - SDE ext/JTO ext
 - SSA head
 - Circle Head
 - Corporate

Wings Software



WINGS (Software For Udaan)

Welcome, corporate1 (CO)

Click

Leads Pending for more than 30 days	Leads Pending for more than 15 days(15-30 DAYS)	Leads Pending for more than 7 days(7-15 DAYS)
	2192	2977

- Home
- Create Lead
- Reports
 - Stastical Report
 - SSA Report **NEW!**
 - Request Status
 - Source Status
 - Area Source
 - Request Source
 - Area Request
- Search lead
- Other Links
- Logout

CIRCLE DESC	TOTAL LEADS	CANCELLED LEADS	COMPLETED	NON FEASIBLE	NO ALLOTMENT OF STL	PENDING	NO ALLOTMENT of SA	PENDING FOR CONFIRMATION	PENDING FOR ALLOT FEASIBILITY	PENDING FOR FEASIBILITY	PENDING FOR DOCS	PENDING FOR OB ALLOCATIO	OB STAGE
ANDHRA PRADESH	12766	1547	7264	198	24	3733	189	520	152	372	411	855	1232
BIHAR	3130	1085	1366	115	14	550	43	34	1	80	80	47	265
GUJARAT	2096	365	921	61	61	688	48	90	16	75	92	87	280
JHARKHAND	180	30	75	10	30	35	14	4	0	5	8	3	1
KERALA	943	97	105	105	2	634	17	12	2	160	61	34	349
MADHYA PRADESH	128	54	20	0	0	54	5	33	10	0	6	0	0
MAHARASHTRA	4013	269	317	168	2	3257	2351	172	25	68	36	135	486
ORISSA	4610	1328	1373	158	14	1737	330	471	8	145	132	199	452
PUNJAB	773	140	430	56	3	144	8	12	0	33	16	20	55
RAJASTHAN	1796	766	467	69	1	493	69	17	8	54	120	24	200
TAMILNADU	13042	1805	5076	782	9	5370	46	281	39	898	753	671	2683
UTTAR PRADESH EAST	838	116	24	6	4	688	29	353	39	142	46	15	64
UTTAR PRADESH WEST	162	47	0	3	4	108	11	10	2	0	0	0	85
WEST BENGAL	485	37	275	3	3	167	27	37	0	9	17	11	66

Project Dosti

Pilot conducted at Bangalore with the objective to:

- Increase PCO connections through reduction in churn & sale of new connections
- Facilitate sale of 'Broad-Band Enabled' services model to existing and new PCO's
- Convert PCOs to sell full spectrum of BSNL products & services

Steps planned (1/2)

- PCO Relationship Servicing Agency (PRSA)
- Frequent meetings with existing PCO owners to enhance their comfort level
- Reduction in the initial formalities for new PCO connections
- Improvement of after sales/servicing facilities to PCO owners
- Awareness creation about new schemes to PCO owners through direct contacts, pamphlets etc

Steps planned (2/2)

- Push sale of all products through PCOs
- Continuous monitoring of performance of PCOs
- Attractive commission structure
- Flexible bill payment but strict realization of outstanding amounts
- Prominent display of glow sign boards towards increased visibility of brand
- Loyalty schemes



For internal circulation of BSNL only.