

**SNEA/CHQ/CMD/2015-18/18**

**Dated 21<sup>st</sup> March, 2016.**

**To**

**Sri Anupam Shrivastava,  
Chairman and Managing Director,  
BSNL, New Delhi,**

**Sub: Free call diversion from landline to mobile and vice-versa – Recently BSNL launched FMC on NGN network extending same facility:**

**Respected Sir,**

In order to promote the landline segment and address the issue of low coverage/indoor coverage/no coverage of mobile connections at certain locations as well as the long pendency of landline faults, it was suggested to allow free call diversion from mobile to landline and landline to mobile.

**I. From Landline to Mobile Phone on Faulty conditions.**

Land phone faults are very time consuming to rectify in the event of Cable faults. A lot of customers are leaving Landline only because of the long restoration time. One of the main complaints is that they are not getting important calls in land phone during this period. A mere rent rebate is not sufficient to keep the customer with us. Hence if we are able to give a Free Call Diversion from Landl phone to Mobile as desired by the customer in the event of faults, Customer will be forced to keep the Land phone since he is not missing any calls. In the case of tour also this facility will be very helpful for him, if a free call diversion facility is allowed to his mobile phone.

**II. From Mobile phone to Landline on Low Coverage/No coverage complaints.**

We are facing a very major complaint of "Low coverage" from the customers. Some customers are complaining that they are going out of house during night hours to get a good reception quality in mobile phone. Same situation is there in so many offices where we are facing coverage problem inside the building. We are not able to give a fast coverage solution by installing Personal Booster or a nearby BTS Tower but we can easily give a diversion of incoming calls to his Land phone. Hence the customer will be happy, he will not miss any call, BSNL will not lose the revenue and also he will be forced to keep the land phone as a backup.

**Advantages:**

1. Call diversion facility is already available but it is not free. If we are offering a free call diversion facility, Customer will be happy and we will have yet another freebie to announce as a marketing point of view.
2. There is no IUC charges for the calls from landline to any GSM network.
3. Customer will remain with BSNL since he is getting flexibility.
4. We can improve the revenue by creating an increase in the number of successful calls.

Last week BSNL announced FMC on NGN network allowing free call diversion. Similarly if free call diversion is allowed in other switches also, atleast within the same LSA, BSNL will be able to retain large number of landline customers. Since the number of successful calls will increase, definitely the revenue also will increase. This will be another major marketing initiative which can attract both landline and mobile customers, a unique bundling offer which BSNL only can offer. Definitely the demand for landline and its importance will increase with this.

**Thanking you,**

**(K. Sebastin)**

Copy to:

1. Sri N. K. Gupta, DIR(CFA), BSNL Board for information and n/a please.
2. Sri R. K. Mittal, DIR(CM), BSNL Board for information and n/a please.
3. Smt Sujata T Ray, DIR(Fin), BSNL Board for information and n/a please.