



SANCHAR NIGAM EXECUTIVES' ASSOCIATION

KERALA CIRCLE

(Largest Association of Executives in BSNL)

SNEA Bhavan, Dharmalayam Road, TVM-695001

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No.SNEA/Kerala/2020-21/II/159

dated 31st Dec 2020

To

**Sh. C V Vinod,
Chief General Manager Telecom,
BSNL, Kerala Circle,
Thiruvananthapuram-33**

Respected Sir,

Sub: Suggestions regarding minimizing number of PAN India ADSL plans, reg:

Ref: KRLCO-16/19(11)/2/2020-S&M-CFA/2 Dtd 17.12.2020

We have noted the initiative from Circle office to seek suggestions and feedback from BAs, vide the above reference, regarding rationalization of number of ADSL broad band plans as part of making it more attractive among our customers. We have been regularly giving many such suggestions to Circle administration regarding those activities which are very much important to improve customer experience in all verticals. This initiative from the Circle Office has got very high significance especially when demand from customers for high speed data has been increasing exponentially after lockdown/COVID scenario due to online classes and work from home requirements in our country. The initiative from Kerala Circle to offer special work from home BB plans during lock down period helped us to fetch good number of broadband customers to BSNL fold. But due to fierce competition from other ISPs and due to the increased popularity of our own FTTH service, the demand for ADSL broad band has been seen reduced considerably these days. Now the **immediate challenge in the ADSL BB sector is to maintain a stable and quality copper network that too with a non fluctuating tariff structure.**

The following are some of the issues noted with the present ADSL broad band plans and its tariff structure which need to be reviewed seriously.

1. The practical speed that can be attained in copper network beyond 1 km radius is 10 Mbps. Because of that, BB plans with FMC bellow Rs 1895/- offers only speed below 10 Mbps, except for the two promotional start up plans which offers 20 Mbps, but may not be delivering its assured throughput to customers.
2. The tariffs of BB plans have been fluctuating and increasing on a half yearly basis. The plan offered with FMC Rs 249 earlier has now reached Rs 369.
3. Compared to FTTH plans, the tariffs of ADSL Broad Band are at a higher rate, if we take in to account tariff, speed, demand and its popularity.
4. There are Broad Band plans having some decade old obsolete limited usage BB plans like combo 500 still continuing, even though all our latest plans offer unlimited data, due to the lack of awareness of the customers about the latest Broad band plans.
5. All BSNL plans are FUP based. Not even a single plan offers a constant speed higher than 4 Mbps in ADSL Broad Band network. We may note that we are having vast OFC network with robust and high speed connectivity compared to any other ISPs in the field.
6. When FUP limit is reached, it automatically redirects to an option web page, where customers can extend the FUP limit by opting certain tariff for that month. Due to some reason or other, this web page is not being loaded in certain mobile phones and some old laptops. This often creates disturbance to the customers for their normal browsing.

Therefore we suggest the following for increasing popularity of ADSL broadband services and improving customer experience:

1. We may take proactive steps to increase the speed being offered with ADSL plans to 10 Mbps irrespective of tariff and limit the FUP plans to maximum 5 to reduce confusion among our customers while availing the service/product.
2. Tariff of ADSL BB plans may be made permanent at least for a couple of years. If at all a slight increase is proposed, the information may be passed on to the customers well in advance.

3. As BSNL FTTH connections are offered with much higher speeds compared to ADSL broad band, a cost analysis compared to FTTH plans may be done before proposing a new plan.
4. All obsolete ADSL plans may be automatically migrated to the immediate higher tariff plans with unlimited data in order to safe guard the interest of our loyal customers who are not much concerned about the broad band plans and the money they are spending for the service.
5. We may introduce unlimited but constant speed economy plans to our customers. For example, 2Mbps ULD, 4 Mbps ULD, 6 Mbps ULD, 8 Mbps ULD, 10 Mbps ULD etc which will help customers to deal with issues of FUP page complications.
6. We may also consider calculating FUP limit on a monthly basis instead of daily basis which would be more customer friendly.
7. Special lower tariff BB only plans may be introduced for offering it as a backup to high ARPU FTTH connections.
8. It is requested to consider offering special standalone BB plans to those customers who have availed land line facility on concessional tariffs.
9. We may also consider offering an add-on ADSL broad band connection free of cost, but with landline monthly charges applicable, as a backup data connection to those high ARPU FTTH customers (say for example to FTTH customers having FMC greater than Rs 1000/- or so) to encourage customers to opt for higher FTTH plans.

Thanking You,

Sincerely Yours



Jithesh K P
Circle Secretary
SNEA Kerala Circle