

No.22 -1/2013-Trg

Dated, the 28.10.2013

To

The Chief General Managers,
All BSNL Units

Subject: Follow up on HOCC action points - Improvement in Skill set – local training at SSA level -- regarding

Out of the recently concluded conference of Heads of circles held in New Delhi from 24-25 September 2013, an actionable point: Improvement in Skill set – local training at SSA level, consisting of following, has emerged:

- i. Training for CSC staff – Customer Services
- ii. Training TMs for prompt fault redressal mechanism
- iii. Training of Executives in Performance Management & Project Management

2. **Training for CSC staff – Customer Services**

A two days training on 4C (Challenging Competition through Customer Care) was imparted in recent past, to the staff attached to various CSCs/CSRs of different circles to enhance their skill for assigned duties.

The course includes changes & challenges, inter-personal communications, effective communication, confidence building, customer care, behavior and attitudinal changes with one session on tariff & commercial information on various products & services from BSNL along with physical demonstration of the product & services.

This training, being the focus area for the front line staff of BSNL dealing with our customers at various stages of their normal operation, is crucial for staff of customer services centre, phone mechanic/line man etc.

It is decided that a renewed focus shall be made for making this programme available for front-line staff through field training in all SSA level. BRBRAITT Jabalpur will remain the nodal reference center for delivery of this programme.

The mode of imparting this training shall be preferably Field Training Program arranged at various SSAs by the identified experts from the respective SSA under the supervision of the respective RTTCs. Some pilot programme can also be conducted at field units, by faculties of training centers. The course content for this training is available in our training centers and the necessary coordination/guidance shall be extended by the faculties of the respective training center in implementation of this training program at SSA level.

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3. **Training TMs for prompt fault redressal mechanism**

It has been appreciated that fault rectification by the staff is a crucial component of our performance. Though this has been an ongoing activity for long at the field levels, a re-iteration would bring the focus back. This shall be suitably addressed by carving out a mechanism for re-energising the basic training on fault rectification to our staff involved in the day to day services. This prompt rectification of faults shall minimize the loss of time and give confidence to our customers on BSNL. **The mode of imparting this training shall be preferably Field Training Program arranged at various SSAs by the field staff/faculties of our training centers.**

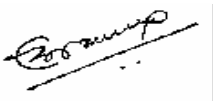
4. **Training of Executives in Performance Management & Project Management**

As a prelude to building Performance culture in the organization, a set of Key Performance Indicators (KPI), has been designed and circulated by the Restructuring Cell. It is felt that there is need to build and strengthen this aspect in our operations, through spread of suitable information on this issue. Faculties of the Training centers are being requested to arrange to deliver these in gradual manner so as to sensitize the staff appropriately. Restructuring Cell, in association with ALTTC, would design the content and delivery of this module, preferably through a workshop at ALTTC. Field units may please contact their respective training centers, for the scheduling of this programme in their areas.

5. **Training Targets under GPMS Score Card for FY 2013-14**

The circle wise training targets (number of executives & non-executives to be trained) under GPMS Score Card for FY 2013-14 was communicated by this office vide letter No.21-1/2013-Trg dated 7th May 2013. During the half yearly review, it is observed that the target with regard to non-executives is lagging behind the assigned one. By imparting the training programmes as mentioned in para 2 & 3 above, we may achieve the goals, conduction of training as per the HOCC decision as well as the assigned target for the FY 2013-14.

It is accordingly requested that suitable action on the above lines in consultation with respective training centers, may kindly be taken immediately and the details of staff so trained on this initiative may be entered in the CTMS training portal so that proper monitoring is affected and a comprehensive report is submitted to the management. Should there be any issues in their implementations, this office would be pleased to be contacted back.



(Neeraj Verma)
GM (Trg)

Copy for information please:

1. CMD, BSNL
 2. Director(HR), BSNL Board
 3. CGMs, ALTTC/BRBRAIT
 4. Principals of RTTCs
 5. GM(Restg), BSNL C.O. – For due guidance & support in Performance Management Training, Design & Delivery.
- } With request to appropriately assist the field units in getting their staff trained at their respective places.