

BHUTAN TELECOM LIMITED

CUSTOMER CHARTER

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1. Company Background

Bhutan Telecom Limited (BTL) is the leading provider of telecommunications and Internet services in the Kingdom of Bhutan. Besides fixed line telephony, it provides GSM Mobile services under its flagship brand B-Mobile and Internet Services. It is the leading provider of both Mobile telephony and Internet services in the country, and the only fixed line telephony service provider in the country.

BTL came into existence on 1 July 2000 as a fully state-owned company with the corporatization of the erstwhile Department of Telecommunications which was established in 1970. The first rudimentary works in building a telecommunication network in the country was taken up in 1963 to aid development works of the First Five Year Plan for modern economic development of the country. Since then, BTL has come a long way from its humble beginnings and today boasts of a fully digital microwave and optical fiber backbone network covering the length and breadth of the country.

BTL has left no stone unturned in its efforts towards fulfilling both its commercial and social mandates. Today, BTL's revenue and customer base are growing at a sustained pace. B-Mobile has taken its services to even the remotest corners of the country where commercial viability is out of the question and its network has covered all 205 Gewogs (Blocks) in the country.

1.1.Vision

To be the company of choice

1.2. Mission Statement

We are the providers of innovative and reliable ICT services, keeping Bhutan connected.

1.3.Objectives

- To deliver a highest standards of service to our customers
- To provide effective and efficient support services
- To promote greater transparency and accountability
- To provide an interactive communication platform for the information, protection and education of consumers.

2. Service standards

2.1.Service provisioning metrics

Sl. No	Service/	Responsible	Process	Maximum Time
1.	Transaction B-Mobile Service a. Provision of new Simcard (prepaid/postpaid/tourist)	Customer Care Manager/Service Centers	 Submission of the filled up registration form along with CID copies in case of Bhutanese and passport copies in case of Non-Bhutanese. In case of postpaid sim, the applicant should produce the surety in person with copies of his/her identity documents. All the required information / documents are verified. Receive the payment, issue the SIM and thank the customer. 	Level 1: Counter 5 minutes - to check/verify the documents/receive payment and issue the SIM Level 2: Manager 5 minutes -In case the sales representatives are not able to verify the documents, customer will be requested to meet the manager.

b. Replacement of Regular Sim (prepaid/postpaid)	Customer Care Manager/Service Centers	 Submission of the filled up replacement form (CID Copy is required only if the CID copy is not in our system). Verify if the details in the system and form matches. If the details don't match but the number is prepaid, then ask the customer for the last 4-5 call details made from the SIM to be replaced and verify the information. Receive the payment, issue the SIM and thank the customer. 	Level 1: Counter 5 minutes - to check/verify the documents/receive payment and issue the SIM Level 2: Manager 5 minutes - In case the sales representatives are not able to verify the documents, customer will be requested to meet the manager.
c. Reconnection of Regular Sim (prepaid/postpaid)	Customer Care Manager/Service Centers	 Submission of the filled up reconnection form. All the required information / documents are verified. In case of prepaid - Verify if the details are there in the system and in the backend system. In case of Postpaid - Verify the customer details in the system. Check for any pending dues & request the customer to clear it. If the number is in another person's name or is not in the system itself, manager shall take an undertaking and allot the SIM or reject on case by case basis. Reactivate the number, receive the payment, issue the new SIM and thank the customer 	Level 1: Counter 5 minutes - to check/verify the documents/receive payment and issue the SIM Level 2: Manager 5 minutes - In case the sales representatives are

			not able to verify the documents, customer will be requested to meet the manager. Level 3: Backend 5 minutes -To Reactivate the number
d. Mobile Data Packages	Customer Care Manager/Service Centers	 Receive the request from the customer to subscribe Mobile Data Packages. In case of prepaid - Disseminate information regarding the prepaid data packages that could be directly loaded via e-LOAD. In case of Postpaid - Collect the data package subscription form from the customer and verify the details in the system. Activate the package. Ask if any device configuration is required. Forward the customer to the technical counter and thank the customer. 	Level 1: Counter 3 minutes - to check/verify the documents/receive payment and activate the package Level 2: Technical Help 5 minutes -In case other technical support is requested by the customer
e. Special Mobile Numbers	Regional Marketing	Counter / information desk shall direct the customer coming for special number to Regional Marketing	Level 1: Regional

	Officers	 Regional Marketing Officer will provide the list of available number / check availability for the numbers of customer's choice. Determine the price based on the approved charges and forward to counter. Counter person will collect the customers filled in form, and enter the details into the system. Receive the payment, issue the SIM and thank the customer. 	Marketing Officer 7 minutes - To provide the special number list/check the availability of customer's choice/ determine the price Level 2: Counter 3 minutes - to check/verify the documents/receive payment and issue the number
f. Conversion of prepaid to postpaid number	Customer Care Manager/Service Centers	 Submission of the filled up registration form. All the required information / documents are verified. Prepaid number is disconnected and postpaid number is defined in the system Receive the payment, issue the SIM and thank the customer. 	Level 1: Counter 5 minutes - to check/verify the documents/receive payment and issue the number Level 2: Backend 10 minutes -To delete the number from prepaid

			and add to postpaid by backend people.
g. Bulk SMS	Marketing Division, Head Quarter	 Customer comes to BT counter for sending bulk SMS. Forward it to the Marketing Officer. Marketing Officer studies the content of the message. If the customer doesn't have the number list for SMS broadcast, provide customer with the packages. Determine the price based on the list of numbers submitted or the customers package selection. Forward the customer to counter for payment Receive the payment from the customer and update on the system and then send SMS out. 	Level 1: Marketing Division 5 minutes - to check the content, number list and send SMS out Level 2: Counter 3 minutes -to receive payment
h. B-Wallet Service	Marketing Division, Headquarter/ Regional Marketing Officers/ Service Centers	 Receive the registration forms from the customers, counters and banks. Verify all the details on the form and enter the details into the system and upload the scanned copy of the documents. Check the customer's registration status after two days of registration. If registered, customer can use the service. If not registered, BT will follow up with the bank for the validation Check validation status for delayed numbers 	Level 1: Regional MOs/Marketing Division (BT side) 5 minutes -to check/verify the documents and register in the system Level 2: Bank side 1 working day

				-Once registered from BT side, it is forwarded to the Bank.
2.	a. Broadband Service	Customer Care Manager/Service Centers	 Enquire if the customer has a fixed line connection, when they come to avail BB service. If YES, receive the duly filled form, enter the details into the system, and receive the payment as per the subscribed package. If NO, provision a fixed line Generate the work order; the broadband technical officers should enable the data. Ask the customer if they need technical support regarding installation. If YES, the technical officer / line person shall carry out installation, configuration and demonstration on the service usage. 	Level 1: Counter 5 minutes - To check/verify the documents and receive the payments. Level 2: Backend 20 minutes -To enable data Level 3: Technical Help 10 minutes - In case other technical support is requested by the customer
	b. Leased Line/P2P	Regional Marketing Officers/IT	Customer discusses location, required bandwidth and chosen media with BT.	The connection depends on the

	Officers	 Inform the customer that a feasibility study would be conducted based on the details provided by the customer. Prepare an estimate based on the feasibility study and submit it to the customer along with the service agreement form. Customer & BT signs an agreement within 14 days after receiving the estimate or else drop. Liaise with the customer to make the full payment at BT counter within the due date reflected in the agreement. 	following factors: *If road cutting has to be done -Thromdey's approval (for the road cutting) *Distance from FTTC to the location. Installation/configur ation & commissioning of circuits -Copper: 1 week -Radio: 2 weeks -Fiber: 2 weeks
c. IPVPN enterprise network	Regional Marketing Officers/IT Officers	 Customer discusses termination point, location, infrastructure and service with BT. Inform the customer that a feasibility study would be conducted based on the details provided by the customer. Prepare an estimate based on the feasibility study and submit it to the customer along with the service agreement form. Customer & BT signs an agreement within 14 days after receiving the estimate or else drop. Liaise with the customer to make the full payment 	The connection depends on the following factors: *If road cutting has to be done -Thromdey's approval (for the road cutting) *Distance from FTTC to the location

		at BT counter within the due date reflected in the agreement.	Installation/configur ation & commissioning of circuits -Copper: 1 week -Radio: 2 weeks -Fiber: 2 weeks.
d. Domain Registration (Domestic & International)	Customer Care Manager/Service Centers	 Customer fills up the domain registration form and hands it over to the counter. Check the availability of domain names (3 preferences shall be given at www.nic.bt). If available, Customer makes the payment at the counter. Counter forwards the registration to Systems (IT). If not available, request the customer to submit another list of preferences. Systems (IT) registers the domain and a confirmation mail is sent to the customer. 	Level 1: Counter 5 minutes -to check/verify the documents and receive the payments Level 2: Manager 5 minutes -To look into the approval of Domain Level 3: Backend 8 working hours -to register the domain

	e. Web Hosting	Customer Care Manager/Service Centers	 Customer visits BT counter with BT registered domain or any other valid domain names. Submit the filled up webhosting form with the web space options. Customer makes the payment and a receipt shall be given to the customer. Based on the customer details provided, the web shall be hosted. 	Level 1: Counter 5 minutes -To check/verify the documents and receive the payments Level 2: Backend 1 working hour -To host the web
3	a. New Telephone Line	Customer Care Manager/Service Centers	 Collect the filled in registration and surety form along with ID Copy from the customers. Verify the customer details and carry out feasibility check in the system & co-ordinate with line person. If feasible, assign the vertical number. If not feasible, inform the customer that it is not available currently & shall get back. Receive the payment, assign the telephone number and thank the customer. Carry out the physical installation at the customer's premises. 	Level 1: Counter 5 minutes -To check/verify the documents, feasibility check and receive the payments Level 2: Backend 10 minutes -To assign the vertical number to terminate the customer connection Level 3: Physical

			Connection 1 & ½ hours -Carry out the physical installation at the customer's premises
b. Telephone Line Shifting	Customer Care Manager/Service Centers	 Collect the filled in line shifting form from the customer. Verify the customer details and carry out feasibility check in the system & co-ordinate with line person. If feasible, assign the vertical number. If not feasible, inform the customer that it is not available currently & shall get back. Receive the payment for telephone shifting and thank the customer. Carry out the physical installation at the customer's premises. 	Level 1: Counter 5 minutes - To check/verify the documents, feasibility study and receive the payments Level 2: Backend 10 minutes -To assign the vertical number to terminate the customer connection Level 3: Physical Connection 1 & ½ hours -Carry out the physical installation at the customer's

			premises.
c. Telephone Reconnection	Customer Care Manager/Service Centers	 Customer submits reconnection form. Verify if the customer details are in the system. If YES, update the customer information in the system only upon clearing the pending dues. Receive the reconnection charges. If NO, conduct feasibility and provision like new service. Release the reconnected number 	Level 1: Counter 5 minutes - To check/verify the documents and receive the payments. Level 2: Backend 10 minutes -to release the number
d. Telephone ownership change	Customer Care Manager/Service Centers	 Customer applies for change of ownership. Verify the form with the consent of the previous owner and documents for both old and new customers. If verified, Change the name and details of the connection to the new owner. If not verified, verify the details of the customer. 	Level 1: Counter 10 minutes - To check/verify the documents and change the

			Approve the change request based on undertaking or decline the request on a case by case basis.	ownership
4	a. Special six digit number	Regional Marketing Officers	 Customer visits the BT counter: forward the customer to the regional marketing Officer. Regional marketing officer will provide the customer with the list of available numbers and get the details of the customer location. Study the feasibility of the line If feasible, receive the filled in form with the customer's number Choice, Sign an agreement for 5 years. If not feasible, follow new fixed line process to make the line feasible. Receive the payment from the customer and thank the customer (Follow new telephone registration process to provision the line). 	10 minutes - To check/verify the number and issue the number
	b. Three digit/four digit number	Regional Marketing Officers	 Customer visits the BT counter; forward the customers to the regional marketing officer. Regional marketing officer will provide customers with the list of available numbers with the applicable charges. Customer should have a fixed line connection/postpaid number to be mapped. Based on the customers number choice, draft an office order and issue the number 	Level 1: Regional MOs 10 minutes - To check/verify the documents and send an office order to the concerned officials Level 2: Backend 20 minutes -To map the number

		and make it ready based on the office order.

2.2. Service Standards

2.2.1. Communication metrics

Bhutan Telecom employees shall always provide services beyond customers' expectations. As communication is one of the important elements of a good service, they should always bear in mind the following communication metrics:

- Always be courteous and treat customers with respect, honesty and fairness.
- Always ensure that the employees communicate in simple languages and make it clear to the customers. Avoid technical jargons as much as possible.
- Always ensure that the information provided to the customers is accurate and up-to date.
- Always ensure to assist the clients and responsive to the customers' needs.
- Always ensure that the customer understands any technicalities of the service, if necessary the customers shall be shown practical demonstrations as well.
- Always avoid arguments with the customers. Instead of arguing, employee must explain.

2.2.2. Service Accessibility rights

In order to provide a good service, services should be accessible to the customers. The service centers shall remain open as per the standard timings and if closed due to unavoidable circumstances then the customers shall be informed in advance. If the service counters remain closed during this period, the customers have the right to information on such closure & if not informed, the customers have the right to demand services.

Sl.No	Location	Opening Hours	Closing Hours	Days	Remarks
1	Thimphu Main Counter	9:00 AM	4:30 PM	Monday - Friday	Will be open from 9:00 AM – 11:00 AM on Saturday. The Counter will remain closed on Sunday and Government Holidays.
2	Thimphu One stop shop/Changjiji Counter	10:00 AM	7:00 PM	Monday - Sunday	
3	Regional / Exchange Counters	9:00 AM	4:00 PM	Monday - Friday	Will be open from 9:00 AM – 11:00 AM on Saturday. The Counter will remain closed on Sunday and Government Holidays.
4	Contact Center	24 Hours		Sunday -Monday	

2.2.3. Service Assessment rights

The customers shall have the right to assess the service quality of Bhutan Telecom Limited and the customers have the right to give any service feedbacks or file complaints to the company. Bhutan Telecom shall earnestly resolve the complaints or consider the feedbacks given by the customers to improve the services at all times. Some of the general rights the customer has are as below:

- Customers have the right to file any complaints or feedbacks related to BT services to the company.
- Customers have the right to know the status of their complaints or feedbacks.
- Customers shall have the right to ask for a written acknowledgement from the company for filing a complaint.
- Bhutan Telecom shall not disclose any information of the complainant and maintain confidentiality at all times.
- Bhutan Telecom shall always respond to customer's complaints and feedbacks through emails, letters, calls and faxes at the earliest.

2.2.4. Service standards for customer interaction

Telephone/Mobile

Service Principles	Measures of effectiveness
Telephones will be answered promptly	We will try to respond to customer calls at the first ring itself.
	We will try to answer the queued calls within short period of time
We will be courteous, professional and helpful	Greet customers in a polite and courteous manner saying, "Good morning/afternoon, how can I help you?"
	Listen carefully to the enquiry.
	Give full attention to the customer
	End the call with a thank you and confirm with the customer the outcome.
	When answering the telephone, we will provide customer with our agent's name and work area if asked.
We will be accessible by telephone all the time	Our contact center is available 24/7.

In Person

Service Principles	Measures of effectiveness
We will assist promptly	We will serve customer within ten (10) minutes of the arrival in most of the instances except for few services like fixed line service. We will advise customer, in advance, about any unexpected delays in attending to them.
We will be courteous, professional and helpful.	Greet customers in a polite and courteous manner saying, "Good morning/afternoon, how can I help you?" Listen carefully to the enquiry.

	Give full attention to the customer
	End with a thank you and confirm with the customer the outcome.
We will be accessible.	Customer can contact any of our branch offices during office hours.
	Our contact center is available 24/7.

Personal Calls to Customers

Service Principles	Measures of effectiveness
We will make an arrangements	Wherever possible, BT official will make a visit by arrangements with the customer, clearly stating the purpose of the visit
	Keep customers informed of any changes to the visit arrangements
	Carry our identity card at all times
	Use tact and courtesy as a visitor
	Close the visit by explaining the next steps, and leave written information where possible
	Follow up your commitment to the customer with action

Written Communication

Service Principles	Measures of effectiveness
We will respond to customer correspondence promptly	We will reply to all correspondence timely, using the most appropriate contact method – telephone, in person or in writing.
	We will acknowledge E-mail requests and provide you with a likely timeframe for our full response.
	Respond to the correspondence in the language of the original communication
	Ensure the presentation of all written correspondence is easy to understand, professional and accurate
	Include a contact name and direct dial number together with any other information needed to assist the customer
We will be courteous, professional and helpful.	We will provide accurate, helpful and timely responses that are relevant to customer needs.
	We will provide contact details in our written correspondence.
	We will be courteous, professional and helpful.
We will be accessible in writing.	All the staffs will have mail contact options.
	We will be accessible in writing.
	We will use out-of-office E-mail messages when away from the office, and provide with alternative contact details.

2.2.5. Our Service Guarantee

To fulfill our service guarantee to customer, we are committed to having well trained and supportive staff and to developing and maintaining an open and accountable culture that is fair and reasonable in dealing with our clients. We will provide customer with quality service by:

- Identifying ourselves when we speak to them.
- Seeking to understand the requirements and to identifying what is important to them.
- We will listen actively and act responsively to customer needs.
- Treating customer with respect and courtesy, maintaining confidentiality where required.
- Giving clear, accurate, timely and relevant information or help.
- Being clear and helpful in dealing with customer, giving reasons for our decisions.
- Respecting the confidentiality of personal information.
- Presenting our responses to customer inquiries or letters clearly and concise using plain English or other means relevant to their needs.
- Ensuring that our Web site is easy to use and well set out; and
- Ensuring that all our services meet a well-defined client need.

2.2.6. Our Promises to Customer

- We will offer a service that customer can rely on

We try to provide a punctual and reliable service at all times. Our aim is for all services to arrive on time – we will always monitor our performance closely and make improvements where punctuality is not meeting our customers' needs. Customer can visit us at www.bt.bt for the latest service information.

- Our team will be friendly, helpful and committed to helping customer

We have help desk teams in every extension offices and also our contact center teams who will always be approachable, knowledgeable and friendly. If customer has any problem, complaint, feedback or simply if they need some information, please let a team member know and they will do their best to help.

We are always looking at our facilities to make sure we offer a high standard of customer service.

- We will help customer, particularly when things go wrong

Occasionally things go wrong – no matter how hard we try. When they do, we will do our utmost to put things right there and then. We will make it as easy as we can for customer to let us know, and will seek to solve any problems as quickly and fairly as possible. Our customer-facing teams have the authority to make decisions and resolve issues as soon as customer contacts them. We cannot guarantee our services will always run on time, but we will ensure we keep customer informed. We will endeavor to keep informed via SMS, announcements and our 24-hour Contact Center team can always be contacted on toll free number **1600**.

- We will listen to customer's feedback and act upon it

We welcome all feedback – good and bad. Once we know what customer think, we will act to make improvements.

Negative comments will be studied and make sure we focus on improving the things customer say matter most. Positive feedback can also be passed on. We always aim to exceed customer expectations, so when we do, we are always happy to hear about it!

Customer can tell us what they think in a number of ways – they can text/email/call for their comments/feedbacks.

- We will make it easy for customer to speak with us

We want to make it easy for customer to contact us. This can best be done face-to-face at one of our branch offices or calling our Customer Care.

We also respond to comments received via Facebook and Twitter (@Bhutan Telecom Limited and @Bhutan Telecom). We will aim to resolve query or concern immediately. If we need to investigate further, we will respond to customer accordingly. We promise to genuinely and honestly investigate all complaints received and aim to improve our service as a result.

Our Customer Care team can be contacted at # 1600.

- We will try our best to solve any problems

We will do our utmost to resolve any issues to customer satisfaction and constantly evaluate the handling of complaints to ensure we are meeting high standards.

However, if you do not feel that we have dealt with the matter to customer satisfaction, customer can contact us personally and we will independently review the case.

2.2.7. Billing

- The Company shall send the bill/statement of charges to the subscriber at the address provided by the subscriber. In case of non-receipt of the bill/statement, the subscriber shall make reasonable endeavor to enquire about bill. Subscriber will receive the bill either through the electronic media (including emails) or through its electronic messaging service or through physical bill/statement.
- Subscriber shall be sent the bill/statement of charges on or before due date. It is the responsibility of the Subscriber to inquire about the amount payable and settle the same in case of non-receipt of bill/statement of charges.
- In case any charges are disputed, subscriber shall intimate the company. In case of non-receipt of such information, the charges will be presumed to have been accepted.

2.2.8. Suspension/Termination/Discontinuation of Services

Service quality, functionality, availability and/or reliability may be affected due to various factors:

- Transmission limitation caused by physical obstruction, geographic and other causes of radio interference or faults in other telecommunication networks to which the Network is connected
- Any discrepancies/wrong particular(s) provided by subscriber
- Delayed/ non-payment of bills/ statement of charges
- Default in the payment of amount
- Changes in the law, rules, regulations or orders, directions, notifications etc. by the authorities
- In case of misuse of services or breach of any terms and conditions by the subscriber
- In other cases, the company at its sole discretion may suspend/discontinue the services by giving reasonable notice to subscriber
- In case the subscriber opts for discontinuation of services, the company shall refund directly to the subscriber the refundable amounts, after adjustment of dues if any

- 2.2.9. Self-attested documents required to furnish Proof of Identity and Address.
 - For National Copy of Citizenship Identity Card with address
 - For Non-National Copy of ID card/Passport/Work permit/Employer Assurance Letter
 - Any contract agreement/undertaking letters

2.2.10. Complaint Redressal Process

Your suggestions and complaints are most welcomed and will be dealt promptly. In case you find that our services do not meet your expectations, please feel free to contact us, either at our Customer Care, or at any service centers.

Our offices are located in all 20 Dzongkhags. The customer may contact us at any of our branch offices closest to his/her location for all their queries, requests or complaints.

Alternatively, the customer may choose to call us from the comfort of their home, day or night, at our contact center number 1600 (toll free) which is accessible from anywhere in the country from your mobiles as well as from other service provider numbers or you can visit our website www.bt.bt.

We will acknowledge client feedback immediately. We will monitor and report on all feedback/complaint, and consider this in reviewing and improving our services.

2.2.11. Help us Serve You Better

- Let us know as soon as possible when we do not meet your expectations. We will investigate your complaint and tell you what we have done about it.
- To help us give you the best possible service, we welcome suggestions for improvement to address any difficulties you are experiencing.
- We will try to resolve complaints satisfactorily and promptly. You can help us do this by providing clear details of relevant facts, persons and dates when you make a complaint.
- Complaints should be made to the person you have been dealing with (or that person's supervisor) or sent to our mailing address.
- We may seek your input to random surveys once in a year (Customer Satisfaction Survey) of how the community perceives our services and what services are needed, including assessments of our performance.