



**KERALA STATE ELECTRICITY BOARD Ltd**  
 (Incorporated under the Companies Act, 1956)  
 Registered Office: Vydyuthi Bhavanam, Pattom, Thiruvananthapuram – 695 004  
 CIN: U40100KL2011SGC027424 Web: www.kseb.in  
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**ABSTRACT**

Tackling the shortage of Senior Assistants in KSEBL and in turn, marking down the operating cost of Centralized Call Centre - Introduction of Outsourced Customer Relation Assistants - Sanctioned - Orders issued.

**CORPORATE OFFICE (IT, CR & CAPs)**

B.O.(FTD) No. 10/2024 (CEIT/RITU/CCC/Staff/23-24)  
 Thiruvananthapuram.

Dated:05-01-2024

Read : 1. Note CEIT/RITU/CCC/STAFF/2023-24 dated 15.09.2023 of the Chief Engineer (IT,CR&CAPs) submitted to the full Time Directors.(Agenda No:7-1/2024)  
 2. Note No. E 8519 FA/Tender-2-84/2023 dated 16.12.2023 of the Financial Advisor.

**ORDER**

A 24x7 Centralized Call Centre started functioning at Vydyuthi Bhavanam, Trivandrum in February 2014. The Centralized Call Centre operates 24x7 round the clock with 4 batches in shift pattern. The Customer Relation Assistants (CRA) are responsible for attending the consumer queries/complaints/service requests over calls incoming from 1912/0471-2555544 and registration of the same in the CCC software for timely redressal from the concerned offices.

In order to tackle the acute shortage of Senior Assistants required to handle day-to-day operations at various offices of KSEBL and thereby mark down the operating cost of the Centralized Call Centre of KSEBL, a strategy as below was submitted before the Full Time Directors, as per note read as 1<sup>st</sup> above :-

1. Introduction of Outsourced Customer Relation Assistants (OCRAs) via selection through the Professional & Executive Employment Office to handle consumer queries/complaints/service requests over calls and their registration.
2. 50% of the CRAs in each batch may be replaced with Outsourced Customer Relation Assistants (OCRAs).
3. It is to be ensured that the 50% of regular CRAs retained are experts in handling billing-related queries so that their service can be used more effectively for consumer satisfaction.
4. Each batch will have one Supervisor from the Senior Superintendent Cadre of KSEBL for monitoring & training the CRAs & OCRAs, attending escalated consumer calls from CRAs & OCRAs, and handling Emergency calls from across the State so that a power of hierarchy is maintained in each batch.

In this regard, the remarks of the Financial Advisor read as 2<sup>nd</sup> above pointed out that the proposed strategy is beneficial to KSEBL on account of introducing the staff pattern with a mix of permanent and outsourced staff and also for bringing down the operational cost. It is to be

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ensured that proper training shall be imparted to the outsourced staff and also ensure the quality of service of the staff at the Centralized Call Centre.

Having considered the matter in detail, the Full Time Directors, KSEBL,

1. Resolved to accord sanction to introduce Outsourced Customer Relation Assistants (OCRAs) at the Centralized Call Centre of KSEBL and selected through Professional & Executive Employment Office in the ratio of 50:50 (50% regular staff & 50% Outsourced staff) for attending the consumer queries/complaints/service requests over calls incoming from 1912/0471-2555544 and registration of the same in the CCC software for timely redressal from the concerned offices.
2. Further resolved to retain one Supervisor for each batch from the cadre of Senior Superintendent for disciplined monitoring & training of the CRAs & OCRAs, attending escalated consumer calls from CRAs & OCRAs, and for monitoring Emergency calls from across the State.
3. Further resolved to retain the CRAs under active sports category as supernumerary at the Centralized Call Centre.
4. Further resolved to entrust the Chief Engineer (HRM) for the redeployment of 50% of regular CRAs, upon recruitment of the Outsourced CRAs.

Orders are issued accordingly.

By Order of the Full Time Directors

Signed by

Lekha G

Date: 05-01-2024 17:43:10  
COMPANY SECRETARY

To:

1. The Chief Engineer (IT, CR & CAPs)
2. The Chief Engineer (HRM)

Copy to:

The Company Secretary/ Chief Engineer (IT,CR&CAPS)/ Financial Advisor/ LA&DEO/ Chief Internal Auditor

The TA to the Chairman & Managing Director / Director (Generation-Civil) / Director (Distribution, Safety, SCM & IT) / Director (Transmission, SO & Planning)/ Director (Generation - Electrical, REES, SOURA, Sports & Welfare)

The PA to the Director (Finance & HRM)

The Sr.CA to the Secretary (Administration)

The RCAO/ RAO

Stock File.

Forwarded / By Order

  
Assistant Engineer, CCC