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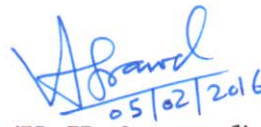
Advisory to Distribution Platform Operators
(DTH/MSOs/LCOs/HITS/IPTV) for use of Electronic Customer
Application Form (e-CAF)

It is mandatory for all Distribution Platform Operators (DPOs) to have Customer Application Form (CAF) filled up before providing services to the subscribers. Presently, the customers fill up the CAF manually in paper format. There are millions of subscribers whose CAF are being stored by the DPOs in physical format which is increasingly becoming unmanageable.

2. Concerns have been raised by DPOs as to whether e-CAF can be used in place of physical CAF as there is no specific mention about format of CAF in the present QoS Regulations viz. The Direct to Home Broadcasting Services (Standards of Quality of Service and Redressal of Grievances) Regulations, 2007 and The Standards of Quality of Service (Digital Addressable Cable TV Systems) Regulations, 2012.

3. The use of e-CAF will bring efficiencies in the process of providing and managing services to the subscribers. It will also make easier storage of millions of CAFs. The adoption of e-CAF is environment friendly and also likely to result in savings to the stakeholders. Use of digital technologies by customers is increasing day by day.

4. In view of above, the Authority is of the view that the DPOs may make use of e-CAF as an alternative to the physical CAF. A Guidelines for implementing e-CAF by DPOs is Annexed herewith.


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**Guidelines for implementation of
Electronic Customer Application Form (e-CAF) for
Addressable Television Systems (DTH/HITS/Cable TV/IPTV)**

1. The Customer Application Form (CAF) is used by Distribution Platform Operators (DPOs) for providing services to the customers. The Direct to Home Broadcasting Services (Standards of Quality of Service and Redressal of Grievances) Regulations, 2007 and Standards of Quality of Service (Digital Addressable Cable TV Systems) Regulations 2012 prescribes information/details that are to be included in the CAF which, *inter-alia*, include name, address and telephone number of the customer; details of subscription package, details of schemes for provision of Customer Premises Equipments (CPE), terms and conditions of payment; and documents to be furnished by the consumer.

2. Presently, the customers fill up the CAF manually in paper format for seeking connection, disconnection or shifting of TV services. The information relating to customer's details, packages etc. from the CAF is fed in to the Subscriber Management System (SMS) of DPOs before activation of services. The accuracy of information captured in the CAF is, therefore, critical for maintaining subscriber relationship and Quality of Service (QoS).

3. There are millions of subscribers whose CAF are being stored by the DPOs in physical form which is increasingly becoming unmanageable. Further, storing of millions of CAF in paper format is not a secure and efficient method. It also involves additional costs to DPOs. Electronic CAF (e-CAF) will bring efficiencies in the process of providing and managing services to the consumers. The applicable QoS regulations do not specify any specific format of CAF (electronic or physical). It is hereby clarified that DPOs may also use e-CAF as an alternative to the physical CAF. The following guidelines are prescribed for implementing e-CAF by DPOs:-.

- (i) The e-CAF shall be created in an user friendly format;
- (ii) The e-CAF should have a provision to verify the authenticity of the consumer through his registered mobile number or e-mail or both by using provisions such as One Time Password (OTP) or verification e-mail, or both;

- (iii) It will be desirable to integrate e-CAF with SMS of the DPO so that information entered in the e-CAF is automatically transferred to the SMS, avoiding manual update;
- (iv) It will be desirable that e-CAF may be linked with Aadhar number for verification of customer related information;
- (v) DPOs may deploy suitable infrastructure to fill up e-CAF at the customer premises.
- (vi) A copy of the completely filled up CAF must be provided to the customer in the desired format (electronic or physical).

4. The e- CAF shall include but not be limited to the following details:

Part A: DPO related information

- (i) Registration /License number and name of registering /licensing authority
- (ii) Details of Entertainment Tax/ Service Tax registration number, if applicable

Part B: Customer related information

- (i) Customer ID
- (ii) Name
- (iii) Address
- (iv) Nearby Landmark
- (v) Aadhar Number
- (vi) Registered Mobile Number
- (vii) Other Contact Numbers (Landline No, etc.)
- (viii) E-mail
- (ix) Proof of residence (Proof of residence should be obtained for new connection and transfer or shifting to another location)

Part C: Service related information

- (i) Details of service subscribed (name of package/a-la-carte channels)
- (ii) Mode of payment (pre-paid or post paid)
- (iii) Details of subscription amount to be paid (monthly/half yearly/yearly/etc.)

Part D: CPE related information

- (i) Type of STB (MPEG2/MPEG4/4K/etc.)
- (ii) Scheme opted (Hire purchase/ Rental/ Outright purchase/etc.)
- (iii) Guarantee/Warranty duration

- (iv) Post Guarantee/Warranty service visit charges

Part E: Customer care related information

- (i) Toll free customer care number
- (ii) Any other customer care number(s)
- (iii) Customer care E-mail

Part F: Service partner related information

- (i) Nature of Service provider (Self/ Service partner/ LCO)
- (ii) Name of the service partner/LCO
- (iii) Address
- (iv) Contact numbers

Part G: Details of payment made

- (i) Amount paid :
- (ii) Break up of payment made (STB price/ STB rent / STB Hire charges/ STB security deposit/ activation charges/ installation charge)

5. DPOs shall continue to provide Manual of Practice containing relevant terms and conditions as prescribed in the QoS Regulations.

6. The above guidelines for e-CAF are only to supplement the existing provisions relating to CAF contained in the extant QoS Regulations viz. The Direct to Home Broadcasting Services (Standards of Quality of Service and Redressal of Grievances) regulations, 2007 and Standards of Quality of Service (Digital Addressable Cable TV Systems) Regulations 2012.
