

ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi -110001

File No: 485/COMP/NCC/2017

Dated: 18.01.2019

To

The Chief Electoral Officers of
all States/UTs

Subject: Operationalisation of District Contact Centre as Voter Helpline-Clarifications & Monitoring.

Sir/Madam,

In reference to ECI communication dated 2nd January, 2019 and subsequent Video Conferencing held with all States/UTs from 14.01.2019 to 18.01.2019, following clarifications are issued:

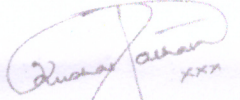
1. As per the earlier instructions on setting up of State Contact Centre with toll-free number, it was informed to use **1800-XXX-1950**. Considering the difficulties being faced in respect of obtaining the exact number sequence, the State Contact Centre may have toll-free number as approximate as possible.
2. In case, State Contact Centre and District Contact Centre is kept as one, SCC **need not have a separate toll free** number as prescribed in Para 1(C) of SOP.
3. In case of multiple districts sharing the common STD code, one District should be made as **mother DCC** and the remaining districts as child DCCs. The exchange of mother DCC should be configured to allow the caller to select the district in the IVRS and the call should be then handled from the respective child DCC.
4. CEO should deploy at each DCC, the commercial software to **record the call logs**, calls.
5. All DCCs and SCCs should also be equipped with **On-ear Stereo 'Call Centre Headsets' with MIC**.
6. The **IVRS** should be configured to ask the caller to download 'Voter Helpline' mobile app from the play store to get all voter services from the app. During off office hours, the IVRS should inform about working hours and also to download the 'Voter Helpline' mobile app.
7. The Election Commission of India will also make available 'PwD App' for Persons with Disability from google play store. Each DEO should ensure that maximum publicity is provided for both 'Voter Helpline' and 'PwD Mobile App'.
8. In case of call wait time of more than **30 seconds** at the District Contact Centre, following should be done:

- a. Permit the user to record his/her mobile number and / or message so that the agent can call him/her back.
 - b. Optionally, the calls can be diverted to State Contact Centre where there is relatively less load.
9. The operation time of DCCs should be **9AM to 9PM** on all working days and upscaled during Election Period.
10. The DCC will continue to work **throughout the year** during both election as well as non-election periods.
11. The DCC should be manned by a '**Contact Centre Agent**' and not by Computer Programmer, Data Entry Operator or any other position.
12. The minimum **qualification of DCC and SCC agent** is 12th pass with good command on area specific languages, good typing skills, good articulation and patience. There is no further computer knowledge required for this position.
13. All the Contact Centre agents should be **thoroughly trained** on Election matters and on Soft skills. The DCO should be closely associated with the training. The training should be finished on or before 25th January 2019.
14. All DCC agents should be having **account at NGSP** which can be created by DEO Admin login at NGSP. All DCO login can be created by CEO Admin account. This activity should be completed by 21st January 2019 positively.
15. Every call should be **punched into the NGSP** portal. All types of calls such as information, feedback, suggestion and complaints should be entered with relevant details.
16. As the VVIP programme is for the first time actively ask users to call 1950 to verify their details, get information about the polling stations, and other voter services, the **assessment of number or agents** at the Contact centre should be based on call expectancy in this regard than just the precedence.
17. For providing verification of voter, **NVSP portal** should be used by the agents.
18. **DEO should daily make a call** to DCC to ascertain:
 - a. Whether the calls are getting through from various networks.
 - b. Whether the call wait time is optimal.
 - c. Whether IVRS is configured to select language only.
 - d. Whether IVRS mentions about Voter Helpline mobile app during wait time .
 - e. Whether there is an option of call recording and option for leaving message after 30 seconds.
 - f. Whether DCC agent is trained in soft skills.
 - g. Whether agents have full knowledge of election process and the current news .
 - h. Whether they have created account at <http://support.ecitech.in> and are updated on all new instructions.
 - i. Whether agent is punching IFSC.

- j. Whether agent is able to close the call successfully.
 - k. Whether the CCTV is working fine and DCC is appropriately monitored
 - l. Whether all physical complaints are also getting punched in the NGSP.
 - m. Whether all emails related to election related issues are punched into the NGSP.
19. The total **category-wise call details** should be maintained at DCC and SCC. These classifications should be used by DEO to monitor the quality of responses.
- a. Voter verification calls
 - b. Polling station enquiry calls
 - c. Enquiry about elections
 - d. Enquiry about EVM
 - e. Enquiry about polling dates
 - f. Enquiring on eVIGIL
 - g. Enquiry on MCC
 - h. Enquiry on status of form submission
20. The **Call Centre monitoring format** is enclosed. Every day, the details should be maintained by DCO and reviewed by DEO.
21. There should not be any **default cases** in the NGSP at any point of time.
22. The best maintained DCC should be **photographed** and pictures sent to ECI

As per the directions of the Commission, the preparedness of the 1950 Voter Helpline has been shared vide this office even letter dated 05.01.2019 (Copy attached). It is requested that the Voter Helpline should be fully functional at the District level by 23rd January, 2019 so that the Voter Verification and Information Programme of the Commission can be launched.

Yours faithfully,


Dr. KUSHAL KUMAR PATHAK
Director / Director
भारतीय निर्वाचन आयोग
Election Commission of India
निर्वाचन सदन / Nirvachan Sadan
अस्तिक रोड / Asthoke Road
नई दिल्ली-110001 / New Delhi-110001

ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi-110001

No. 485/Comp/NCC/2017

Dated: 05.01.2019

To

The Chief Electoral Officers of

All States/UTs.

Subject: Operationalisation of District Contact Centre as Voter Helpline.

Sir/M'dam,

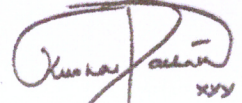
This is in continuation to this office communication of even number dated 2nd January 2019 and the video conference held on 03.01.2019 on operationalisation of the District Contact Centre as 'Voter Helpline'. Based on the inputs received from all the CEOs, following clarifications are issued:

1. CEOs should immediately have a **meeting with BSNL** to ensure porting of 1950 to District Contact Centre (District Voter Helpline).
2. All DCCs must have **toll-free facility**.
3. They should **disable all other numbers** (landline, toll-free or Mobile) and only publicize 1950.
4. In the **Metro towns**, CEOs can have a unified District Contact Centre.
5. **Union Territories with less geographically spread area** can have a unified SCC/ DCC with 1950.
6. With prior permission, States/ UTs having **difficult internet connectivity** can register Information, Suggestion and Feedback in the physical register, but complaints need to be lodged only over NGSP. When internet is available, these complaints should be digitized over NGSP.
7. A meeting with **Mobile service providers** should be held to ensure porting of each tower with respective 1950 of the relevant district.

Now, it has been directed by the Commission that the 1950 be activated District-wise at the earliest possible and made functional well before launch of Voter Verification & Information Programme (VVIP).

Therefore, the status of preparedness for operationalisation of 1950 at DCC on the given parameters of placement of requisite ICT infrastructure, telecom arrangements, Standard operative protocol, requisite manpower and training may be completed and forwarded as per the template placed at Annexure-I by 09.01.2019 positively by email 'ONLY' at dditcoordination@eci.gov.in. The status report shall be placed before the Commission on 10.01.2019.

Yours faithfully,



(Dr Kushal Pathak)

Director ICT