



कर्मचारी भविष्य निधि संगठन
EMPLOYEES' PROVIDENT FUND ORGANISATION
श्रम एवं रोजगार मंत्रालय, भारत सरकार
MINISTRY OF LABOUR & EMPLOYMENT, GOVERNMENT OF INDIA
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No- CSD/PRO/2024/ 3616

Date: 18.07.2024

To,

All Addl. Central P.F. Commissioners (Hqrs.), Zones
All Addl. Central P.F. Commissioners, Zones
All Regional P.F. Commissioners/In-charge of ROs,

18 JUL 2024

Subject: - Proper functioning of PRO- Strengthening of Communication Channels –reg.

Madam/Sir,

Attention is invited towards Circular no CSD-I/Facility Centre/2019/10028 dated 23.12.2019 wherein elaborate directions were issued for proper functioning and up-gradation of the PRO/facilitation centres. The functioning of the PROs/facilitation centres in the field offices was reviewed and it has been observed that the facilitation centres manned by the Public Relation Officer have not been able to effectively ensure seamless communication with the members causing avoidable inconvenience to the members/Citizens. One of the prime reasons identified for the same is improper handling of the Phone calls on the Telephone at the PRO.

Instances of calls going unanswered, incorrect details of the PRO and telephone numbers on the website, causal handling of the calls with general replies as well as non-logical addressing of the member query have been noticed leaving member experience a regrettable one.

As such the Public Relations officer has to ensure that channel of communication is not impeded with the visitors as well as on the calls coming on the PRO Telephone. To ensure the same, the following set of guidelines has to be adhered to optimize service quality and responsiveness: -

- Caller ID-enabled Telephone numbers are provided at the PRO with Telephone numbers at the PRO updated and details of the PRO along with all the telephone numbers at the PRO are mentioned on the EPFO Website. It has to be ensured that the phones remain operational during working hours and technical disruptions have to be attended promptly to avoid communication breakdowns.
- The calls on the telephones are attended to promptly and properly. PROs are expected to answer all incoming calls courteously and professionally, providing a positive first impression of the EPFO.

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- c. The PRO phones have to be attended on shift basis for which PRO may institute a roaster system. The endeavor should be on the maximum possible resolution of the query on the phone and avoid a general mundane reply. A humane approach in line with the service ethos of the organization is to be followed.
- d. In instances where the designated PRO is unavailable, it is important that another team member is deputed to attend the call or take a detailed message, ensuring that no caller has been left unattended. It is also essential to minimize the duration for which callers are put on hold to prevent frustration and to convey respect for their time.
- e. Timeliness in attending calls is another critical aspect of the guidelines. Calls should be answered promptly, and in situations where a PRO is occupied, a callback facility should be made as soon as they are available. This demonstrates a commitment to service and respect for the caller's time.
- f. Politeness and clarity in communication cannot be overstated. PROs must maintain a polite and patient demeanour with all callers, regardless of the nature of the enquiry or the caller's attitude.
- g. Clear communication involves not only the tone of voice but also the provision of accurate and relevant information, ensuring that the caller's needs are effectively met.
- h. Documentation is a key component of the call-handling process. PROs should maintain a comprehensive log of all incoming calls, recording details such as the caller's identity, the purpose of the call, and any actions taken. This log serves as a valuable resource for tracking inquiries, monitoring service quality, and following up on any pending queries or requests. It is a testament to the EPFO's commitment to accountability and continuous improvement in public service.

In conclusion, the guidelines for PROs at EPFO offices are designed to foster a professional and responsive environment that values clear communication, prompt service, and courteous interaction. By adhering to these principles, PROs can significantly enhance the public's perception of the EPFO and ensure that every call is handled with the utmost efficiency and care. Effective communication is the cornerstone of public service, and every interaction is an opportunity to reinforce the EPFO's dedication to serving the nation's employees. The same needs to be imbibed in organizational work culture as well as attitudinal orientation.

(This issue with the approval of CPFC)



(AMIT KATOCH)

Addl. Central P.F. Commissioner (HQ)
Customer Service Division

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