



No.4-48/2013-14/S&M-CM/11

Date: 18.12.2013

To
The Chief General Managers,
All Telecom Circles/Metro Districts
BSNL

**Subject: Awareness session on growth and development of BSNL -
Suggestions received from Union and Associations**

During the awareness session on growth and development of BSNL held on 30.11.2013 following has been suggested by Unions & Associations regarding visibility of BSNL Plans at Point of Sales & better Customer experience:

1. Circulation/Propagation of BSNL Plans for subscribers.

There is an urgent need of enhancing visibility of BSNL new Plans and Services in an aggressive way at each Point of Sales i.e. at CSCs, Retailer Outlets etc. so that customers become aware of the same.

2. Meeting the subscribers at his/her premises.

There is an urgent need of majority of the officials/officers to be in the field to meet subscribers at his/her premises and get feedback from them. That will help in building better customer relations and in solving their problem satisfactorily.

Kindly ensure all out efforts and depute suitable Officials/Officers to meet Customers at their premises to understand their problems and hence to provide better customer experience. Also, ensure availability of Posters, Pamphlets, Dangers & other Advertising material showing BSNL Products and Tariff Plans at each Point of Sales (POS).

It is requested to implement the above and send compliance to this office at salescmhq@gmail.com.

(Upendra Bakolia)
Add. GM(S&M) CM