



भारत संचार भवन, हरीश चन्द्र माथुर लेन,
जनपथ, नई दिल्ली - 110001, भारत
दूरभाष कार्यालय : +91-11-23372424
फैक्स : +91-11-23372444
ई-मेल : cmdbsnl@bsnl.co.in
Bharat Sanchar Bhawan, H.C. Mathur Lane,
Janpath, New Delhi - 110001, India
Ph. : +91-11-23372424
Fax : +91-11-23372444
E-mail : cmdbsnl@bsnl.co.in

अनुपम श्रीवास्तव
अध्यक्ष एवं प्रबन्ध निदेशक
ANUPAM SHRIVASTAVA
Chairman & Managing Director

CMD/BSNL/2015/10132-4
December 22nd, 2015

Dear Shri

Customer satisfaction, without any doubt, is key in either making or spoiling the image of any service providing company and Indian telecom industry is no different. Today, all telecom service providers are equipped with equivalent state-of-the-art modern technology installed in their network and Customer Service plays the deciding role. You would appreciate that BSNL customer service had not been able to keep or get more customers in our ambit and with MNP we were net losers. However, things are improving and now for the first time BSNL is MNP positive and it is possible with increased capacity and changed mind set of our employees while dealing with customers. This needs to be further improved to get best out of MNP. With the passage of time, I am sure all of us have recognized the importance of customer service and I am happy to see that almost all major BSNL employees associations and unions also recognize it. Jointly, in various marathon meetings we discussed importance of customer services. Management and employees' representatives are one when it comes to improved customer services in BSNL.

As I write this, following things come automatically to my mind which I would like to share with you to help further improve BSNL image with its customers and public at large. They are :

Customer Related Improvements	Service Related Improvements
Be cheerful and smile while dealing with customers	Ensure BTS uptime to maximum
Customer is always right – mantra of winning customers	Follow all prescribed maintenance parameters for BTS / DG set etc.
Listen to customers to know what they really want	Keep adequate spare parts
Do things the way customer want them done	Minimize Cable faults by regular checks / proper jointing
Train staff to treat customers in a manner that they want to be treated	Follow all preventive measures before onset of monsoon
Make sure our customers know what products and services we provide	Call Centers management
Handle customer complaints with care and concern	Arrange public awareness programmes about BSNL services
Fix up mistakes and let customer know by return call	Meet / Go to Customers / Win their confidence / image building process
Work hard to be the first choice of the customers in market	Take criticism as feedback from customer to improve

These are, of course, few of the things that can help us win the confidence of the customers in BSNL services, the only way to get best out of innovative schemes we offer to them. Let this message go to everyone in BSNL and following :

To cement our commitment towards customer satisfaction, I propose on 30th of December, 2015, all BSNL employees take a pledge (attached herewith) in his or her office first thing in the morning at 1000 Hrs. and stick to this pledge for next 100 Days and then beyond. I am sure we will make sincere efforts to win back the confidence of all our esteemed customer and also attract customer of others to opt for our services. Proposed pledge taking ceremony may be arranged at all BSNL office throughout the country, including BSNL C.O. on date and time as mentioned above.

“Let's together give Service With A Smile 😊 to our customers so that they not only remain or come back but bring more along”.

With best wishes,

Yours sincerely,

(Anupam Shrivastava)

All, CGMs of BSNL.
Copy to :All Functional Directors, BSNL Board.
Director (HR) is requested to make arrangements at BSNL C.O. accordingly.

पंजीकृत एवं निगमित कार्यालय : भारत संचार भवन, हरीश चन्द्र माथुर लेन, जनपथ, नई दिल्ली-110001
Regd. & Corporate Office : Bharat Sanchar Bhawan, Harish Chandra Mathur Lane, Janpath, New Delhi-110 001
Corporate Identity Number (CIN) : U74899DL2000GOI107739
Website : www.bsnl.co.in

PLEDGE

We, all BSNL officers & employees, do hereby solemnly pledge that from today onwards we will give **Service With A Smile** to all our esteemed customers, whenever talking / dealing with them.

We shall do our best to resolve any service related issues of BSNL Customer as soon as possible in best possible manner, as it is our most important job. And we will do it **with a smile**.

प्रतिज्ञा

हम सभी बीएसएनएल के अधिकारी व कर्मचारी, सत्यनिष्ठा के साथ यह शपथ लेते हैं कि आज से हम अपने सम्मानीय ग्राहकों को मुस्कराते हुए सेवा देंगे।

हम अपनी पूर्ण क्षमता से अपने ग्राहको की सभी सेवा संबन्धित समस्याओं का जल्द से जल्द सर्वोत्तम तरीके से निवारण करेंगे। यह हमारा सबसे महत्वपूर्ण कार्य है। और यह कार्य हम मुस्कराते हुए करेंगे।