

#CFANewInitiatives-1

Bharat Fibre

Demand Generation Portal



An online portal where customer can give request for availing BSNL's Bharat Fibre FTTH service.

The Problem

It is a challenge to assess as to where the network should be deployed to maximize the return on investment.

BSNL and its partners can use this lead information, captured on the portal for serving maximum customers in shortest possible time.

The Solution

SMS and Email sent to all landline, broadband and mobile customers on the Bharatfibre services, Customer is given online link in SMS , asking customer to give his/her email and mobile for contacting for Bharatfibre service.

On this lead, Call Center agent calls the customer to collect the address and SSA details. This lead is then passed to SSA Udaan team to work for provisioning the connection

The Results so far

Demand Generation Portal has already created 25000 leads in two weeks since its launch

