

[ **Template Letter**(to be sent to Prospective Customers)]

To,

.....

I hope this letter finds you in best of your health & spirits!

BHARAT SANCHAR NIGAM LIMITED (BSNL) is one of the leading telecom service provider of India and is a 100% Govt. of India owned Public Sector Undertaking.

BSNL is operating nine world class training centres. These training centres are committed to fulfil the training needs of around 58,000 employees of BSNL. BSNL also caters to the training needs of Asia-Pacific Telecommunity (APT), Nepal Telecom, ASEAN, various Government Departments and CPSEs etc, by delivering various cutting edge and state of the art courses on technical as well as soft skills.

**BSNL is one of the first organizations** to implement Motivational Training under Customer/Citizen centricity program of “Mission Karmayogi” in line with the Vision of Government of India. **BSNL is having a team of more than 200 Master trainers who have trained more than 50,000 employees of BSNL.**

BSNL is also an active contributor with iGOT platform of the Government and has received appreciation certificate of leading content provider. BSNL has also been decorated with top learning and top performing organization awards by Karmayogi Bharat.

After successful implementation of above training programs, BSNL wishes to share its expertise and knowledge with other organizations. Customer’s appropriate behaviour needs to be inculcated and enriched within employee conduct. This can be made possible through this responsive training program. Accordingly, BSNL proposes to conduct Motivational training under Customer /Citizen Centricity program for your esteemed organization. This will help your organizations to bring together a motivated and efficient workforce dedicated to work towards customer centric culture.

This training program is carefully crafted with the extensive feedback and suggestions of frontline executives, customers and partners of BSNL. All the important and critical skills like change management, conflict management, empathy, stress management, communication skills etc are being covered with case studies, activities, Interactive sessions as well as Pre/Post assessment of trainees.

This training program has been developed after considering all the important aspects to empower and motivate employees to serve customer better. If need be, BSNL can also customize the training program as per the need of your organization to the extent possible.

Detailed brochure of the training program is enclosed with this letter.

We would be ecstatic to join hands with you to conduct the above training in line with the vision of Government of India to create a world class, motivated and customer centric work force.

I hope that you will take full benefit of this training program. In case of any query, feel free to contact [Shri/Ms..... (Name, Designation & Contact (Mobile & Email) of Circle Coordinator)].

With warm regards.

[CGM/ GM(EB)]

[.....Telecom Circle/TD]

Copy to:-

1. PGM(BRBRAITT), Jabalpur for information please.