

Letter No BSNL CO-RSTG/20(11)/1/2025-RSTG/2

Dated: 31 March 2025

All CGMs, Territorial and Non-Territorial circles

Subject: Launch of Customer Service Month – April 1 to April 30, 2025 – Guidelines and Reporting Instructions, thereof.

Respected Sir/Madam,

I am directed to convey that as part of our ongoing commitment to 'Customer First' and in alignment with BSNL's renewed focus on service excellence, April 2025 shall be observed as "Customer Service Month" (CSM) across all BSNL Circles, Business Areas, and Units. The objective is to re-engage with our customers across all segments—rural, urban, enterprise, and retail—and drive initiatives focused on QOS in mobile network, FTTH and connectivity provided under Enterprise Business including redressal of issues in billing and customer's grievance.

A comprehensive Strategic Action Plan document with details of all roles and responsibilities is enclosed. With reference to that, you are requested to take the following actions with immediate effect:

1.0 Press releases / conferences and Designation of Nodal Officers.

All CGMs shall hold press briefings and associated media interactions as part of the campaign. Each Circle shall designate a Nodal Officer (DGM or above) for coordinating Customer Service Month activities and reporting to Corporate Office.

2.0 Action Points for Business Areas (BAs).

All BA Heads shall ensure the following is carried out in their jurisdiction:

- Daily Camps at CSCs for grievance redressal, FTTH inquiries, SIM replacements, and plan upgrades.
- Special Field Drives for resolving long-pending complaints (FTTH, billing, call drops).
- Health Checks of BTS/OLTs for top 50 complaint-prone clusters.
- Public Outreach through local cable/print media & WhatsApp groups in collaboration with RWAs etc.
- Digital Outreach via bulk SMSs to inactive or churn-prone subscribers.
- Daily monitoring of all complaints booked in the portal and its early resolution.

3.0 Usage of CSM Portal.

A dedicated portal has been launched for CSM to monitor real-time progress. Each BA must:

- Upload daily activities (site visits, camps, resolved complaints).
- Update KPI improvements weekly.
- Provide before and after insights (screenshots, photos, testimonials).

4.0 Reporting Protocols.

Each Circle shall submit:

- Weekly Progress Reports (KPI-wise, Zone-wise) every Friday.
- Final Consolidated Report by 3rd May 2025.
- Any deviation or escalation must be informed to CMD Office directly.

5.0 Expected Outcomes.

- Reduced provisioning time for FTTH & SIM
- Higher customer satisfaction scores (CSAT)
- Better NPS in urban & rural clusters
- Improved perception of BSNL in local communities

It is informed that this initiative shall be monitored at the highest level. Accordingly, all CGMs are urged to personally lead the efforts and ensure that Business Areas under their jurisdiction treat Customer Service Month as a mission-mode activity.

All circles are urged to work towards rebuilding trust, restoring pride, and re-positioning BSNL as the most responsive and citizen-centric telecom provider.

This is issued with the approval of CMD BSNL.


31/3/25
Anita Johri
PGM (Restg & WSI)

Copy for the favour of kind information:

1. PPS to CMD BSNL.
2. PS to all Functional Directors, BSNL Board.
3. All Unit Heads, BSNL CO.
4. GSs of Recognised Unions, Recognised Association and Support Association.