

E-file No. BSNLCO-COMN/17(11)/37/2022-CORM

Dated 04.04.2025

To
All Chief General Managers (CGM's)
BSNL Telecom Circles

Subject: Marketing Guidelines and Action Plan for Customer Service Month - April 2025 – Regarding

Reference: Letter No BSNL CO – RSTG/20(11)/1/2025-RSTG/2 dated 31.03.2025 issued by PGM (Restg & WSI), BSNL CO regarding launch of Customer Service Month.

Kindly refer to the letter under reference wherein April, 2025 has been designated as Customer Service Month in BSNL. As part of Customer Service Month (April 2025), BSNL is launching a comprehensive national campaign focusing on improving customer satisfaction, elevating service quality, and fostering trust. In accordance to the Strategic Action Plan, the Corporate Marketing Cell has outlined specific marketing activities to be executed at the field level to ensure alignment with the broader campaign objectives.

Please find below the instructions for marketing activities that are to be followed by all circles and business areas during April 2025.

1. Campaign Slogan and Messaging

- Campaign Slogan: "Connecting with Care"
- The core messaging for Customer Service Month should revolve around our commitment to improving service quality across all BSNL offerings – mobile network performance, FTTH reliability, leased line services, and billing resolution.
- All external communication, advertisements, and social media posts must prominently feature the campaign slogan.
- Ensure the campaign slogan is consistently used in all posts, banners, and digital assets. Create digital banners, email signatures, and website graphics featuring the Customer Service Month slogan. All BSNL employees should use these signatures during April to raise awareness.

2. Customer Feedback and Engagement

- **Customer Feedback:** Encourage customers to provide feedback on the resolution of their issues via the digital complaint-tracking portal (<http://cfp.bsnl.co.in>) and social media.
- Queries/complaints/feedback being received on cfp portal should be resolved on same day.
- Ensure that all complaint closures are followed by feedback collection. Aim for high levels of positive feedback (target: over 80% positive customer ratings).
- **Customer Satisfaction Surveys:** Share surveys with customers who have interacted with BSNL's customer service during April. Use this feedback to identify areas of improvement and recognize achievements.
- **Engage with Customers on Social Media:** Respond promptly to queries, feedback, and mentions on social media. Ensure that BSNL's social media channels are actively engaged with customers, showcasing responsiveness.

3. Digital and Social Media Marketing - Campaign Visibility and Engagement

- **Social Media Content:** Create and share engaging content that aligns with the campaign. This includes:
 - Success stories (e.g., resolving FTTH faults within a day, reducing call drop rates).
 - Testimonials from satisfied customers (via both text and video).
 - Key metrics like daily complaint closure rate, billing issues resolved, network uptime, etc.
 - Announcements related to service improvements and recognitions.
 - Customer service tips and "Behind-the-Scenes" content to humanize the brand.
- **Hashtags:** Use #CustomerServiceMonth, #ConnectingWithCare, and other relevant hashtags to increase engagement.



-
- **Content Calendar:** Develop a content calendar for the month, ensuring daily posts on social media platforms (Facebook, Twitter, Instagram, LinkedIn) and updates on the circle's website.

4. Customer Outreach and Service Camps

- **Service Camps:** Organize local service camps in key regions to reach out to customers directly. These camps should provide on-the-spot resolution for customer complaints, service inquiries, and demonstrations of BSNL's enhanced offerings.
- Each Business Area should aim to conduct at least one camp per week (total of 4+ camps during the month) to demonstrate BSNL's commitment to resolving customer issues, enhancing connectivity, and providing quality service.
- **Customer Care Flyers & BTL Materials:** Create flyers, pamphlets, and posters about the Customer Service Month initiative, highlighting BSNL's customer-focused approach. These materials should be distributed at the service camps and retail outlets.

5. Public Relations and Communications

- **Press Releases & Updates:** issue mid-month press updates highlighting key achievements (e.g., reduced complaint volumes, faster resolution times, etc.). These updates should focus on tangible outcomes from the campaign. Coordinate with local and national media outlets to publicize key milestones, success stories, and improvements achieved during the campaign. Share details of service camps and other customer engagement activities with local media to create awareness and participation. Ensure consistent coverage in relevant print, digital, and broadcast media.
- **Video Messages from CGMs/BA Heads:** Publish weekly video messages from the CGMs/BA Heads reinforcing the campaign's progress and thanking customers for their participation. These videos should be shared on the circle's website and social media platforms.
- **Announce and celebrate the successes of top performers** via press releases and internal communications.



-
- Intranet Visibility: Utilize the BSNL Intranet to keep internal stakeholders informed.

6. Weekly and Daily Reporting

- Weekly Performance Reports: Each Circle marketing team should submit weekly reports on campaign activities, including social media engagement, customer feedback, and outreach events (service camps). These reports should include the key achievements and any areas requiring intervention.
- Campaign Impact Reporting: At the end of April, compile a comprehensive report detailing the success of the campaign, including customer satisfaction improvements, service reliability, and overall impact on brand perception.

7. Coordination and Support

- Regularly review the progress of campaign activities, share updates, and escalate any challenges that need immediate attention.

It is requested to work together to make the BSNL Customer Service Month a success and significantly improve our customer relationships. Your support in implementing these activities at the field level is crucial to the success of this initiative.

This is issued with the approval of the competent authority.


(Rajender Kuamr)

AGM (Corp. Marketing)

Copy for kind information to:

1. PPS to CMD, BSNL.
2. PPS/PS to all Directors, BSNL Board.