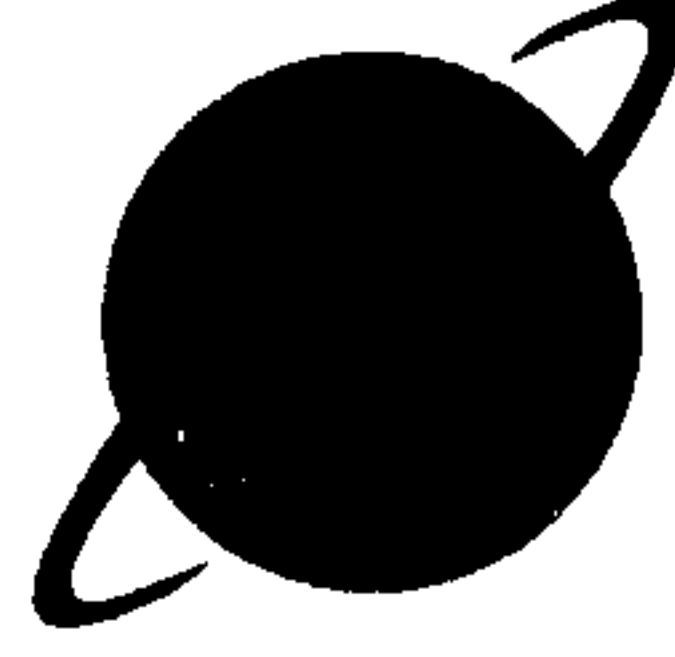


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**सुजाता तपन रे**  
निदेशक (एच.आर.)  
**Sujata T. Ray**  
Director (H R)

D.O. No. BSNL/20-5 /SR/2016  
Dated: 29-07-2016

Dear Shri

I take this opportunity to congratulate all of you for your active participation in the programme SWAS launched last year which was no doubt a novel idea and brought about a positive change in the culture of the company. More importantly, this change was brought about by the people and through the people of our company across the country. All this had a telling impact on the overall productivity.

BSNL initiated 'Service with a Smile (SWAS)' which began on 30<sup>th</sup> December, 2015 with a pledge by all the employees at all levels to endeavour their best to resolve any issue related to the telecom. services being offered to our customers with promptness and alacrity.

To carry the 'Service with a Smile (SWAS)' programme forward more aggressively and to popularize the various products and schemes of BSNL among the public, Management and forum of executives and non-executives have decided to take again a pledge at **10.15 AM on 10.08.2016**. The oath will be administered by the CMD at 10:15 at the Corporate Office and will be followed by Road show. Similar events shall be organized at Circle & SSA Head Quarters. The teams carrying attractive placard etc. will visit the customers and collect their feedback. A sample feedback form is enclosed for this purpose. Different activities under this programme would continue for one full month after the event.

Apart from the above, more innovative steps may be taken to add value to our services for enhancing the esteemed customer's satisfaction.

I wish to remind the following things to share with you to help further improve the image of BSNL in the eyes of customer and public at large. They are:

Front End Delivery System	Back End Support System
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 and parameter for
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 customer in a manner that they want	Follow all preventive measures before onset of monsoon
Make sure our customers know what products and	Call Centres management
Handle customer complaints with care and concern	Arrange public awareness programme about BSNL services
Fix up mistakes and let customer know by return call	Meet/Go to Customers/ win their confidence/ Image building
Work hard to be first choice of the customers in market	Take criticism as feedback from customer to improve

Lastly, I would mention that your sincere efforts would go long way in making this event successful and strengthen bond with our customers.


Let us continue giving Service with A Smile to our esteemed customers.

With best wishes,

To,

All CGMs of BSNL.

Yours sincerely

  
(Sujata T. Ray)

## SAMPLE FEEDBACK FORM

Customer feedback form

Form No. \_\_\_\_\_

<b>Name of SSA:</b>		<b>Team No.</b>	
		<b>Date of visit</b>	
<b>Customer name</b>			
<b>Address</b>			
<b>Phone number</b>		<b>Email ID</b>	
<b>How often does your phone go faulty?</b>			
Very Frequently <input type="checkbox"/>	Frequently <input type="checkbox"/>	Occasionally <input type="checkbox"/>	Very rarely <input type="checkbox"/>
<b>How often does your Broadband connection go faulty?</b>			
Very Frequently <input type="checkbox"/>	Frequently <input type="checkbox"/>	Occasionally <input type="checkbox"/>	Very rarely <input type="checkbox"/>
<b>How quickly, fault is rectified?</b>			
More than 7 days <input type="checkbox"/>	Within 7 days <input type="checkbox"/>	Within 3 days <input type="checkbox"/>	Within 24 Hrs <input type="checkbox"/>
<b>How do you rate mobile coverage ?</b>			
Excellent <input type="checkbox"/>	Very Good <input type="checkbox"/>	Good <input type="checkbox"/>	Not Satisfied <input type="checkbox"/>
<b>How easily are you able to access BSNL staff for any queries/fault clearance?</b>			
Very easy <input type="checkbox"/>	Easy <input type="checkbox"/>	Difficult to access <input type="checkbox"/>	Not at all accessible <input type="checkbox"/>
<b>Based on your interaction with BSNL Team in recent past, please indicate whether you agree disagree?</b>			
	<b>Strongly Agree</b>	<b>Agree</b>	<b>Disagree</b>
<b>The team was courteous</b>			
<b>The team was responsive</b>			
<b>The team was competent/knowledgeable</b>			
<b>How do you get to know of new BSNL services and offers? Through</b>			
Newspaper <input type="checkbox"/>	TV advertisements <input type="checkbox"/>	SMS <input type="checkbox"/>	Pamphlets <input type="checkbox"/>
Radio ad. <input type="checkbox"/>	BSNL site <input type="checkbox"/>	Hoardings <input type="checkbox"/>	Social media <input type="checkbox"/>
Before dial tone announcement <input type="checkbox"/>	Through BSNL Staff <input type="checkbox"/>	From Telephone bill strip ad <input type="checkbox"/>	Any other <input type="checkbox"/>
<b>Request for service by customer:</b>			
1.			
2.			
3.			
<b>Do you have any suggestions to offer for improvement of BSNL services?</b>			