

108, Ist floor, Bharat
Sanchar Bhawan, Harish
andra Mathur Lane, New
Delhi.

Tele:011-23734061



भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)

BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

No.21-5/2010-Mktg.

Dated:23.09.2011

To,

All Chief General Managers,
Bharat Sanchar Nigam Limited,

Subject: Customer Feedback in connection with the Performance Audit on Marketing and CRM in BSNL.

A survey audit is proposed to be conducted amongst BSNL subscribers by DG(P&T) Audit. Audit teams would be visiting selected customer service centre in the SSAs with a questionnaire (enclosed) to be filled by the customer who is visiting the customer service centre.

It is hereby requested to cooperate with the audit team visiting the Customer Service Centers to conduct the survey.

Encl: as above.

D.K. Agrawal
23/9/11

(D.K. Agrawal)

Addl.General Manager (CoM)

Copy to:

The D.G Audit(P&T), Sham Nath Marg,(Near Old Secretariat), New Delhi 110402 in reference to their office letter No.Report-PSP/F-25/Marketing & CRM/BSNL/202 dated 20.09.2011and with a **request to provide list of identified CSCs & SSAs to this office.**

FEEDBACK ON BSNL SERVICES

(Please ✓ appropriate squares)

1. Type of service used

Landline;

Mobile;
Pre Paid Post Paid

Broad band

2. Selected BSNL because:

Plans are attractive Call rates are lower; Better network coverage

Because it is a Govt. PSU

3. I get information about BSNL products/services through

Friends and relatives Customer Service Centers BSNL Web site

Advertisements of BSNL

4. My alternate number is

BSNL Other than BSNL No alternate number

5. Are you satisfied with the behaviour of Customer care staff, their explanation about BSNL products/services and time taken for service

Yes; Not always No

6. Response to your complaints and quality of help services

Adequate; Not satisfactory

7. Are you satisfied with the billing (correctness; promptness of its receipt etc.)

Yes No

8. My billing related complaints get resolved

Within a month; Takes more than a month

9. Are you satisfied with the network performance

Yes No

10. Are you satisfied with the 3G services of BSNL

Yes No Not tried

Name of subscriber:

CSC:

SSA:

Circle: