

BSNL Augmented Business Performances with Go4customer



Landline

Mobile

Broadband

Bharat Sanchar Nigam Limited (BSNL) started its operation and installed Quality Telecom in the nation on 15th September 2000. The organization took over the telecom services and network management from the previous Central Government Departments of Telecom Services. BSNL is one of the largest & leading public sectors units offering a wide range of telecom services in India.

BUSINESS CHALLENGES

BSNL is one of the diversified telecom organizations and were facing several issues;

Recruitment Issues:

Recruiting the right candidate was a huge challenge faced by BSNL. The recruitment team felt the unavailability of expertise required. During interview process, they were facing lack of co-ordination, resource crunch and feeble recruiting strategies. Interviewees who came were unfamiliar with the job positions.

UAT (User Acceptance Testing):

UAT or (User Acceptance Testing) is a testing tool or software that is developed for the Client to certify products whether they are meeting the industry requirements. BSNL lacked UAT set up and was not able to authenticate the end to end business flow. BSNL required testing the industry environment with an array of products and services before launching.

Dialer Technology:

BSNL was looking out for Dialer Technology Issue and it was hampering their performance. Dialer Technology helps in making and receiving calls. Dialer is also use for call automation. They were seeking an optimal software application which can leverage their business and provide customers utmost satisfaction.

Creating a Competitive Edge:

BSNL is a brand that ensures outstanding performance. The organization aims to serve customers with quality services. The telecom giant was facing the several technical issues which were hampering their productivity. These issues were with CRM, Dialer, Router, Switches, Tickling Tool, and Servers.

SOLUTION OVERVIEW

Organization: BSNL

Industry Vertical: Telecom Industry

Country: India

Organization Profile:

Bharat Sanchar Nigam Ltd. has started Quality Telecom in India on 15th September 2000. The Telecom Organization has started focusing on cultivating the network. The organization has about 43.74 million lines basic telephone capacity, 8.83 million WLL capacity, 72.60 million GSM capacity, 37,885 fixed exchanges, 68,162 GSM BTSs, 12,071 CDMA Towers, 197 Satellite Stations, 6,86,644 Rkm. of OFC, 50,430 Rkm. of microwave network connecting 623 districts, 7330 cities/towns & 5.8 lakhs villages.

Business Challenge:

The Business Challenges BSNL was facing:

- Recruitment Issue
- UAT (User Acceptance Testing)
- Dialer technology Issue.

Business Solution:

Go4customer offered Solutions

- Constant change, Build Dynamic work place, developing job posting, managing hiring logistics.
- Provided the customers with the latest UAT tool.
- Provided them with the latest dialer technology, Tickling Tool, Servers, Switches and more to develop IT infrastructure.

Benefits:

- Dynamic Work Environment
- Set-up UAT tool to check and meet industry requirements
- Resolved IT issues for better business performance.

BUSINESS SOLUTION

Go4customer.in offered and implemented a detailed business continuity plan for BSNL. Our certified professionals and engineers provided required services to strengthen their IT infrastructure. The team prepared proper structured planning and offered proactive management services. These helped them to gain right insights into business processes and identify potential scope of betterment.

We offered a wide array of solutions to BSNL to ensure complete elasticity, confidence, and influence their business.

We built a dynamic work place and developed job posting along with managed the hiring logistics. Our team re-worked on their hiring procedure for better employment and nice work culture. We hired 28 deserving candidates for different positions and they were located in Bangalore BSNL office.

Our team of expert engineers installed a centralized user acceptance testing tool (UAT) for the client's entire card application and servicing portfolio. We also provided various test offerings, such as user journey testing, accessibility testing, content validation, mobile device validation, browser compatibility checks and soft launch validation as part of user acceptance testing.

When they used to face any issues, our engineers took the system in remote and fixed them immediately for the uninterrupted business process. User Acceptance Testing tool helps in testing the product quality and ensure whether these are meeting the industry requirements.

We provided BSNL with the latest dialer technology for better performance. It improved call automation, receiving and making calls and voice clarity while dealing with the customers.

We have also provided other Information Technology supports to them. We supported them for servers, Customer Relationship Management, Router, Switches and Tickling Tool which BSNL were lacking. Our aim was to provide them with the maximum support for the betterment of their business.

BUSINESS BENEFITS

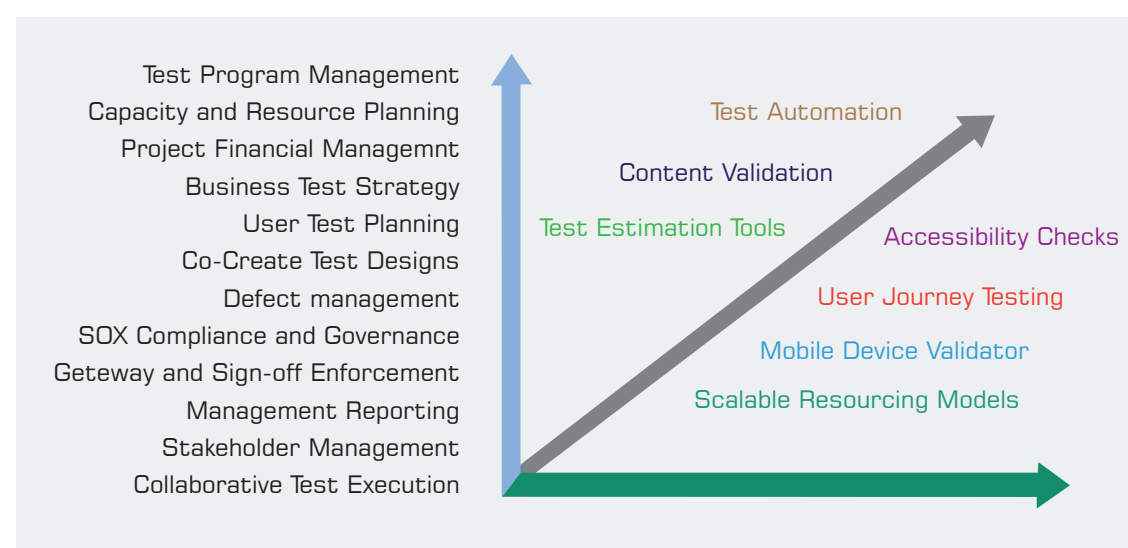
Go4customer provided an array of services to BSNL to support their business and for better performance. Some business benefits BSNL reaped after offered solutions.

Created a Dynamic Work Environment:

We have created a dynamic work environment and hired 28 employees for various departments who working in Bangalore BSNL office.

Set-up UAT tool to check and meet industry requirements:

Our engineers have installed and maintained UAT tool to troubleshoot issues such as user acceptance testing, content validation, test automation and more. BSNL utilized our test design outputs to come up with test program management of strategies. BSNL has able to certify their products and services before launching in the market with newly installed UAT tool.



Resolved IT issues for better business performance:

BSNL never faced any IT issues once they have hired our support. We resolved issues with Customer Relationship Management (CRM), Dialer, Router, Switches, Tickling Tool and Server issues. Our team offered them with the right IT infrastructure for uninterrupted performance.

THE CONCLUSION

BSNL has successfully leveraged their business performance with the provided solutions by go4customer.in. The efficient team of go4customer has offered best solutions and IT support to improve their productivity. We created right working environment and hired dedicated employees.

To know more about more about services, reach us at <http://www.go4customer.com>