

BSNL



About BSNL

Bharat Sanchar Nigam Limited (abbreviated BSNL) is an Indian state-owned telecommunications company headquartered in New Delhi. It was incorporated on 15 September 2000 and assumed the business of providing telecom services and network management from the erstwhile Central Government Departments of Telecom Services (DTS) and Telecom Operations (DTO) as of 1 October 2000 on a going-concern basis. It is the largest provider of fixed telephony and broadband services with more than 60% market share, and is the fourth largest mobile telephony provider in India.

The Need of the Client

BSNL required an able customer care specialist to handle the queries, complaints and grievances of its large customer base. Due to the instantly-delivered nature of telecom services, time of handling and resolution of tickets raised was of essence.

Solution for the Client

A well-thought-out and deeply researched solution/package of services was developed for addressing the specific requirements of BSNL. This included a variety of complementary services, built around the core solution consisting of inbound, outbound and email support for BSNL Enterprise clients for lease lines.

Results from the Solution

The services that we delivered included resources, timelines, and overseeing the entire execution process of the solution from implementation to feedback integration.

BSNL gained the utmost in terms of client satisfaction, as the number of grievances addressed grew to eclipse previous performance.

The positive impact of our services on the business of the client was there for all to see, and the client acknowledging the high quality of the services we delivered added another feather to our already burgeoning hat.

Go4customer incorporated the learnings from our solution deployment for BSNL into our existing processes so as to evolve our services for the tech-driven future!