

O/o DGM (CFA)
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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

No. CFA/2018/11

Dated: 12/03/2019

To
All the General Secretaries,
BSNL, New Delhi

Sub: Awareness of CFA new initiatives: Reg.

Though BSNL Corporate Office has been regularly introducing new offerings for the customers and business partners, it has been seen that the awareness among BSNL employees is very low.

In order to increase the awareness and knowledge about our products and services, brief write up on the offerings shall be shared with you. One such new initiative on Bharat Fibre Demand Generation Portal is attached herewith.

You are requested to spread the awareness through your website and other public forums / platform available to you.

Regular updates shall be shared with all of you on similar lines for actively knowing our CFA new initiatives and thereby actively involving in increasing the customer base.

P. Padmanabha Rao
Deputy General Manager CFA,
BSNLCO, New Delhi
9440400161

CC: All CGMs, BSNL, for similar initiatives at Circle level

#CFANewInitiatives-1

Bharat Fibre

Demand Generation Portal



An online portal where customer can give request for availing BSNL's Bharat Fibre FTTH service.

The Problem

It is a challenge to assess as to where the network should be deployed to maximize the return on investment.

BSNL and its partners can use this lead information, captured on the portal for serving maximum customers in shortest possible time.

The Solution

SMS and Email sent to all landline, broadband and mobile customers on the Bharatfibre services, Customer is given online link in SMS , asking customer to give his/her email and mobile for contacting for Bharatfibre service.

On this lead, Call Center agent calls the customer to collect the address and SSA details. This lead is then passed to SSA Udaan team to work for provisioning the connection

The Results so far

Demand Generation Portal has already created 25000 leads in two weeks since its launch

