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भारत संचार निगम लिमिटेड  
(भारत सरकार का उद्यम)  
**BHARAT SANCHAR NIGAM LIMITED**  
(A Govt. of India Enterprise)

पी.के. पुरवार

अध्यक्ष एवं प्रबन्ध निदेशक

**P.K. PURWAR**

Chairman & Managing Director

D.O. No.: ND/1-8/SCP/SMM/Town Hall/Pt.

Dated: 06<sup>th</sup> Nov., 2020

Dear Shri

This is with reference to my D.O. No. COM/SMM/Performance/Twitter Seva/16 dated 12<sup>th</sup> October, 2020 in which I had requested you all to resolve the customer grievances expeditiously on social media. I am happy to note that due to your efforts we have been able to bring down the grievances on social media during the last month which was declared as the month of "Customer Delight".

It is of utmost importance to increase the presence of BSNL on social media so as to have a positive perception about this organization. In order to further popularize social media presence of BSNL among public, it is necessary that all Circle Heads (CGMs) should hold a Twitter Town Hall at circle level with their customers in next 30 days. Salient points which may be helpful for conducting live Town Hall Twitter is enclosed as Annexure for necessary action. You are requested to take necessary action in this matter on priority and ensure that the Twitter Town Hall is conducted in your circle as per prescribed timelines.

With best wishes,

Yours sincerely,

(P.K. Purwar)

Shri

Chief General Manager, BSNL

.....Circle

.....

**Salient points which may be helpful for conducting live Town Hall**

- Verified twitter handles for all circles (Twitter ids created and shared with all circles already) need to be used for replying to the queries. For example bsnl\_hp/bsnl\_ap\_circle are the verified twitter handles for Himachal/AP Circles. Similarly, each circle has its own twitter id.
- Fix a date for the event well in advance (at least one week).
- Decide hash tag like #TalkToCGMBSNL....
- Give wide publicity of this event by way of newspaper press release, Circle website, Customer Service Centres etc.
- Prepare a probable questionnaire based on issues prevailing in the Circle/Business Area alongwith probable replies in soft form for various sections i.e. CFA, CM, S&M, HR, Accounts etc. in order to save time while replying during live chat.
- One officer to be designated as master who will be responsible for receiving all live tweets and distributing it to concerned official.
- CGM and his team should have a gmail account. List to be used by master at the time of reply during the live chat.
- Master will make a Spreadsheet in Google Sheets of Google Drive. In that name various sheets as CFA, CM, Accounts, S&M, HR, CGM etc. and share the Spreadsheet with the team who has to reply respective queries received on CGM Twitter. (Path in brief (open gmail->Drive->New->Google Sheets->Spreadsheet ->Name Sheet I say CM->Click->for creating additional sheets & name them->Name the untitles Spreadsheet->Share with edit right by addiing gamil accounts)
- This will appear as email in all the gmail accounts with whom it has been shared. The concerned person will open this mail (google sheet)on his workstation.
- One person who has been named as master will take and share all tweets pertaining to Circle/Business Area/CFA/CM/EB/HR. He will copy url of the tweet from CGM's twitter account and paste it in the respective (one who will reply like CFA, CM etc.) sheet of Spreadsheet in Google sheets.
- The concerned person who has to reply queries pertaining to his area will see the url in his sheet and click the same.
- Once he clicks he will be taken to that tweet for reply.
- He may reply preferably as a retweet prefixing hash tag #TalkToCGMBSNL..... so that all the tweets with replies are accessible and can be consolidated for compliance.

**Note: For any further query/assistance, you may contact: Ms. Madhvi, AM(Social Media) from BSNL CO (Mobile: 09466673338) or Mr. Vipul from M/s Aakriti (Mobile: 09871717375).**