

Maharashtra Telecom Circle
Enterprise Business - MH
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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

No: CGMT/MH/EB-MH/EB-Target/2019-20/9
Dated at Mumbai 15th July, 2019

To,
All SSA/BA Heads
BSNL MH Circle.

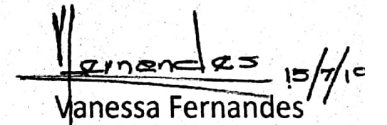
Subject: "Know Your Customer Week" Initiative for retention of existing customers

EB vertical has risen to be the driver of revenue generation machinery of BSNL. As you are aware, Data is considered to be the new oil and EB teams are entrusted with the responsibility of marketing and selling the Data ridden services to corporates, SMEs' and ISPs'. The Telecom industry is reeling under immense financial stress and BSNL is not insulated from the turbulent market scenario hence in the wake of the prevalent market forces it is imperative to quote "An existing customer is worth a Ten".

The retention of the existing customers is therefore imperative in the broader scheme of business and hence it was suggested through brainstorming exercise to arrange for "Know Your Customer" week where the KAMs' visit the existing customers, understand their pain areas and build a better rapport and trust to enable to increase the longevity of the business engagement. It will also assist the KAMs', who remain dynamic owing to their transfers, to maintain continuity in business relations.

The EB teams are required to prepare the list of existing EB customers along with the service provided and billing details and visit them during the preordained week (22nd July 2019 to 27th July 2019) and regularly too, to avoid migration to other operators. Details of visits undertaken by EB executives should also be entered into the EB portal regularly. In case of any assistance, SSA EB teams are instructed to contact the Nodal/Link officers at Circle Office allotted to respective SSAs.

Looking forward to a fruitful KYC week.


Vanessa Fernandes

Jt. General Manager (EB-MH)
O/o CGMT MH Circle, Mumbai 54

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