

Broadband Operation Cell  
BSNL Corporate Office, II Floor  
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भारत संचार निगम लिमिटेड  
(भारत सरकार का उपक्रम)  
**BHARAT SANCHAR NIGAM LIMITED**  
(A Govt. of India Enterprise)

No: 64-79/2011-BBO/Misc.

Dated 20/04/2012

To

Chief General Managers,  
All Telecom Circles/Districts  
BSNL.

**Subject:** Regarding opening of BSNL account on Facebook & Twitter Social networking websites.

Over the last couple of years, social networking websites such as Facebook, Twitter have gained a tremendous amount of popularity among the people of all age groups. Therefore, it is felt by BSNL C.O. that, interaction with BSNL Broadband subscribers through Facebook & Twitter may prove very useful for getting their feedbacks and in resolving their queries/issues. By this new way of interaction, customers will get feeling of personalized attention and will become more loyal to BSNL.

In view of above, Circles are requested to take necessary action as per following points:

1. Each circle may open account on Facebook and Twitter Social Networking Website.  
(like- bsnlbbharyana)
2. A Nodal officer should be nominated in each circle to monitor accounts on Facebook & Twitter.
3. In these accounts, all the Broadband Plans, BB-VAS information, BB-VAS Plans and any other new information should be uploaded on daily basis.
4. It should be ensured that all the queries must be replied by the Nodal Officer by same day. If Nodal officer didn't have any information related to query, an interim reply mentioning the time limit to give the required information related to query must be sent to customer.
5. Before opening of account on Facebook & Twitter, circles should ensure a proper monitoring & quick response mechanism because any lack in the monitoring of account on these social network websites and delay in reply to customer may lead to negative marketing for BSNL.

An action taken report should be submitted to this office at email -[broadbandbsnlco@gmail.com](mailto:broadbandbsnlco@gmail.com) and faxed to **011-23734284** by **30<sup>th</sup> April'2012** positively.

(Anil Jain)  
Sr. GM (NWP-BB)