

Office of
Chief General Manager(Telecom)
Marketing Cell-CFA,
Tamilnadu Telecom Circle
New CTS Building , Ground Floor,
16, Greams Road, Chennai-600 006



भारत संचार निगम लिमिटेड
(भारत सरकार का एक उद्यम)
BHARAT SANCHAR NIGAM LIMITED
(A Government of India Enterprise)
BSNL 3G))) BSNL LIVE
Faster than your thoughts 2010

Mktg/CFA/Promotional Scheme-Land line/2011-12/18

dt 05/10/12

Sub: Add on plan allowing Un limited ON NET calling from land line during Night hours-reg
Ref: This office endorsements of even number dated 28/09/12


Kindly refer to the above letters. In order to enrol more customers to the 'Add on plan' as above, it has been decided by the competent authority to book requests of customers over phone. Following procedure is to be followed.

- Interested customer has to call 1500 and express willingness to avail Add on Plan.
- Call centre agent answering the call to note down the number and location of the customer. Educate the customer about the features of the plan and inform that once they enrol, the amount of Rs.59/- will be added to the subsequent bill.
- Call centre supervisor has to collect such requests and pass it on to the SDE(CSC) concerned by fax.
- SDE(CSC) in turn has to dial the customer back, get oral confirmation and enable Add on Plan to the customer. Inform the customer that the plan is activated.

Features of the plan include:

- Customers can make unlimited number of calls (local/STD) during night hours. i.e. 10PM-7AM
- The offer is available for 90 days from 01/10/12 .
- Calls can be made to any BSNL network line i.e landline/WLL/GSM/CDMA

The Add On Plan may be given adequate publicity so that more revenue can be generated.


(C.Selvaraj) 05/10/12
DGM(S&M-CFA)
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To
All Heads of SSAs, BSNL Tamilnadu Circle
SDE, Call Centre Chennai