

Customer Outreach & Cyber Safety Awareness Program

Location: Koderma (Jharkhand) **Date:** 18 Mar 2026

Objective

To create awareness among customers about digital services, cyber safety, and telecom solutions, and to provide on-the-spot resolution of customer queries through direct engagement and demonstrations.

Key Activities

- Product, Services & Digital Solutions Showcase
- Cyber Safety & Sanchar Saathi Awareness Session
- Fraud Prevention & Digital Security Guidance
- Direct Customer Interaction & Query Resolution
- Network Services Awareness & Support

Participation

Local customers actively participated in the program and engaged in discussions related to digital safety, telecom services, and fraud prevention measures.

Highlights & Outcome

- Positive customer feedback (VOC) received during interaction
- Strengthened last-mile outreach and customer engagement
- Increased awareness regarding digital fraud prevention
- Improved customer satisfaction related to network performance

Conclusion

The program was successfully conducted and significantly contributed to enhancing digital awareness, customer confidence, and trust in telecom services.