

# BSNL Launched New USSD Code \*121# Service For Latest Offers

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## In brief

State-run BSNL launched a new service for its customers. The new service provides users and the merchants to access the personalized offer using a new USSD number.

State-run BSNL launched a new service for its customers. The new service provides users and the merchants to access the personalized offer using a new USSD number. The service can be accessed by dialing \*121# from the BSNL Mobile.

The number 121 was familiar to other operators as it is being used to see the balance and other offers in most of the network. BSNL customers can check the balance using the code \*123# and the general STV details were available under \*124# USSD code. Now the telecom company comes up with the personalized offers that are customized specifically for each of us based on the usage.

## BSNL's new Customized Offers

Now, BSNL is providing special offers for each user based on their usage. Currently, the telecom has only generic offers that are available for all the users and no special offers like other telecom companies. Now with the higher competition, the company is also changing its strategies.

BSNL users can dial \*121# from their BSNL mobile to see the special offers exclusive for the number and can do the recharge with the corresponding denominations. The offers available in the new service will be an addition to the existing general recharge vouchers.

It should be noted that the offer available for one mobile number will not be available for another number. Being a customized offer service, to know the offer user need to check it with the respective mobile number itself.

## BSNL New USSD Service for Merchants

The new USSD code is available also for the merchants. The same code can be used for merchants to check the custom offers for each user before recharging. The same code can be used in the following pattern to check the offer for a specific mobile number.

\*121\*CUSTOMER MOBILE NUMBER#. In this was merchants can check the offer for each number and thus helping each user to get the best offer that is available for them. Even though the custom mobile offers is not at all a new feature but for the BSNL users its a new and most needed feature.

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