

# ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No. M1/174(1)/2005-OPD(M)

Office of the VC & MD  
Mushirabad: Hyderabad

## **Circular No. 08/2008-OPD (Mktg) dated 24.03.2008**

Sub: **CUSTOMER FOCUS FORTNIGHT**: Conducting of "Customer Focus Fortnight" from 01.04.2008 to 15.04.2008 for the Year 2008 - Reg.

Ref : 1. Lr.No.M/533(24)/2004-OPD(M) Dated 02.02.2005.  
2. Lr.No.M/533(24)/2004-OPD(M) Dated 23.03.2005.

### **I. PURPOSE:**

*"Be alert to give service, what counts a great deal in life is what we do for others"*

To rejuvenate the Marketing Activity and to take the Marketing Schemes of APSRTC to the forefront of the public the Customer Focus Fortnight is being organised every year.

It is the duty of the Marketing personnel to frequently refresh the memory of the customer and apprise him with the products that are available in the market for their use.

**In the present day competitive scenario of the Transport Market, it becomes more relevant for us to once again go to the people with our Marketing Schemes and also to give wide publicity under the banner of Customer Focus Fortnight.**

Therefore, Customer Focus Fortnight be observed from 1st to 15th April '08 as done last year by focussing our attention as follows:

### **II. OBJECTIVE:**

1. To reach the customers at their doorstep and sell the products.
2. To build a life long relationship.
3. To enlighten the customers about the passenger friendly, economical and safe transport services offered for the past 75 years.
4. To build the image of the Corporation.

### **III. STEPS TO BE UNDERTAKEN:**

#### **A. ADDRESSING AND INTERACTING WITH THE CREW:**

- ❖ **Gate meetings** shall be organised with the crew emphasising the importance of the customer duly basing thrust upon the customers as follows:
  - Customer is the major source of revenue to the Corporation.
  - Customer is the most important person for the survival of the Organisation.
  - Garage Staff should also be educated with emphasis on the need for reliable maintenance of vehicles for customer satisfaction. They should be explained the importance of long-lasting relationship between the customer and the Organisation.
  - The saying of Gandhiji, on the 'Importance of the Customer' must be explained in detail.
- ❖ **Elite and Officials** from RTA, Police, Educational Institutions Social Service Organisations etc., be invited to address the staff on Customer Relationship.
- ❖ Three employees, who are Polite, Courteous and Effective must be selected by a Committee of DM/Traffic Incharge and Garage Incharge. They should be associated with the Gate Meetings/Lectures. These employees shall be awarded with an Appreciation Letter and Cash Award of Rs.100/- on the concluding day of the Fortnight by a VIP (powers delegated to Depot Manager vide Notification No. PD-02, Dt. 20.02.2007).
- ❖ The services of these employees should be announced to the public through News Papers along with photographs.
- ❖ Throughout the Fortnight, items on Passenger Friendly Measures may be published in local Editions of the News Papers soliciting the cooperation of the Press.

## **B. DISPLAY OF BANNERS AND BOARDS FOR PUBLICITY OF APSRTC PRODUCTS & SERVICES:**

- At all conspicuous places in the Depot like Earning Section, Oil Room, Rest Room etc., i.e. where the crew movement and attention is possible, the importance of Gandhiji's saying on 'Customer' shall be painted attractively.
- Banners should be exhibited in Bus Depots and Bus Stations to mark the celebrations of Customer Focus Fortnight 2008. These Banners should emphasise the Focus / comforts / services being rendered by APSRTC to the customers.

## **C. THE FIELD ACTIVITY OF THE FORTNIGHT:**

1. CAT / CGC / JHT / IJHT / GBT / TAYLs / Sale campaign shall be organised from 01.04.2008 to 15.04.2008 to maximise sales.
2. Special Mobile camps at all Bus Stations and at potential places like Bazaars, major Traffic Junctions, important villages/Towns falling under the jurisdiction of respective Depots shall be organised to promote and to sell various products of APSRTC. There should be major leap in sales in view of conducting Customer Focus Fortnight.
3. The following services / awareness shall be made available to the Customers in the campaign.
  - a) APSRTC - in the service of public for 75 years.
  - b) Sale of CAT cards instant.
  - c) Couple Gift Cards (The cushion of six months period to undertake the 96 hour journey shall be immensely made use of).
  - d) Sale of JHT / IJHT.
  - e) Sale of Monthly Season Tickets.
  - f) General Bus Tickets.
  - g) Sale of Travel As You Like Tickets.
  - h) Information/Booking of Buses for Package Tours, Sabarimalai Special Hires and buses for various occasions like picnics, visiting pilgrim centres, marriages, excursions etc.
  - i) Any other information relating to APSRTC services.
  - j) Safety advantage in APSRTC buses and hence to be preferred.
  - k) About the features of ABAIS.
  - l) Location of ATB Agents with Phone Numbers etc.
  - m) Web Based ticket booking (being launched).

4. Advance intimation shall be sent to the public Representatives, Customer Organisations/Associations (both mobile and stationary) and advance press release be given in this regard. Care must be taken to equip the mobile teams with instant camera to eliminate the problem of photographs for CAT Cards.
5. Suggestions, Complaints and Representations from the public shall be accepted and necessary action shall be taken as early as possible.
6. Unit Officers must take up clearing of all the pending public grievances / complaints as a task. A report in the proforma-I (enclosed) must be submitted.
7. The services of Employee Agents, CRCs, T-20 shall be effectively utilized for successful conducting of these activities.
8. They should visit all the important Offices and colleges in their jurisdiction and propagate the Marketing Schemes of APSRTC.
9. The teams should visit nearby firms for sale of all products of APSRTC in these firms. In this aspect management should be involved. They can also try to link up the sale of CAT Cards with the salaries of employees i.e., the company pays the amount for number of cards to be taken by employees and this amount to be later recovered from the employees in instalments.
10. The Jeep of Depot Manager shall be attractively decorated on items of Business of APSRTC and moved to Camps.

**Dy,CTMs in particular have to guide the DMs in planning and executing the above activities.**

#### **IV. AWARDS :**

RM's shall be requested to send nomination of the Best Depot Manager or Depot Managers of their Region who excel in reaching out to customers by way of our Services and Marketing schemes during Customer Focus Fortnight 2008 for an award from the Corporate Office. Five Best Depot Managers based on the nominations of the RM's (One region may get more than one award also) will be chosen and awarded Rs.1116/- and an Appreciation Letter from VC & MD. There is also a possibility of awarding DY.CTM/RM similarly as to the Division / Region excelled in realising the objectives of the Customer Focus Fortnight 2008.

While nominating the DM's, emphasis be laid for actual involvement of the DM and his team (in an innovative and creative way) to realise the objectives of the Customer Focus Fortnight 2008, efforts made in percolation of the importance of customer to the bottom level among the employees and to reach to the public far and wide, sales made, number of complaints received / solved (including those pending).

**In this context, a meeting of all DM's, Dy.CTM's with RM shall be held for motivation, planning and guidance (to the Depot Managers). The nomination may not be made based alone on the number of CAT cards sold during the Campaign Focus Fortnight.**

#### **V. CONCLUSION :**

A detailed note along with the press clippings & photographs on the activities taken up and the sales during the Fortnight, Best Employees awarded Depot-wise shall be sent to this office by 25th April '08.

Encl: proformae.

  
**VIGE CHAIRMAN &  
MANAGING DIRECTOR**

To  
**All Regional Managers**

Copy to:

All Officers of the Corporation for information & n/action.  
All Traffic In-Charges and BSM's for necessary action.

**Name of the Region: .....**

**Proforma - I**  
**Details of action taken / pendency on the Customer Complaints / Grievances**

**No. of complaints pending in the Region a on 31.03.2008: .....**

Sl. No.	Depot	Complaint Date	Complaint Details	Details of Action/ Pendency
1				
2				
<b>Region Total</b>				

**Proforma - II**  
**Statement showing product wise sales during FORTNIGHT period in the month of APRIL-2007**

PRODUCT	Cards / Tickets	Amount
CAT CARDS	Rs. 200/-	
	Rs. 180/-	
	Rs. 160/-	
	Rs. 140/-	
JHTs	Adult	
	Child	
IJHTs	Adult	
	Child	
COUPLE GIFT CARDS		
MSTs	TKTS	
GBTs	TKTS	
TAYLTs	TKTS	

**Proforma - III**  
**Statement showing Depot wise Best three employees who were awarded**

Sl. No.	Depot	Name of the Employee	Staff. No.	Designation	Remarks

**Proforma - IV**  
**Proforma for Nomination of best Depot Manager(s)**

Sl. No.	Name of the best Depot(s)	Name of the best Depot Manager(s)	Effective work done by DM(S) & his team(s)	Whether all documents, evidences like Tour programmes, Press clippings, sales, Customer feedback etc. enclosed or not.