

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

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

Office of the VC & MD
Mushirabad: Hyderabad

Circular No. 14/2007-OPD(Mktg) dated 28.03.2007

Sub: **CUSTOMER FOCUS FORTNIGHT:** Conducting of "Customer Focus Fortnight" from 05.04.2007 to 19.04.2007 for the year 2007 – Regarding.

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:

"Customer Focus Fortnight" has to be organised in the month of March every year at all Depots.

Since "Bangaru Bhavitha" programme, is being held in the month of March, 2007 it is decided to organise "Customer Focus Fortnight" during the period from 05.04.2007 to 19.04.2007.

II. PROGRAMME:

A) The Unit Officers have to take personal interest to make our crew responsive to the customers.

Gate meetings shall be organised with the crew emphasising the importance of the customer by dealing with the most useful topics like:

- * Customer is the actual Pay Master of the employees.
- * Most of the Organisation's revenue is from Passengers.
- * Customer is the most important person for the survival of the Organisation.
- * At all conspicuous places in the Depot, the Gandhiji's sayings on customer shall be painted in an attractive manner in the Depot premises like Earning Section, Oil Room, Rest Room etc. i.e. where the crew's movement and attention is possible.
- * Lectures may be arranged in the lunch hour calling local VIPs, who are well versed on the Customer Relationship subject.
- * Garage Staff should also be educated with emphasis on the need for reliable maintenance for customer satisfaction and long lasting relationship between the customer and the Organisation.
- * Those employees (three in number) who deal very effectively, politely and courteously with the crew in the course of their duties selected by a Committee of DM/Traffic Incharge and Garage Incharge should be associated with the Gate Meetings as well as Lectures. These employees shall also be awarded with an Appreciation Letter and Cash Award of Rs. 100/- on the concluding day of the Fortnight by a VIP duly utilising the power delegated to Depot Manager recently vide Notification No. PD-02, Dt. 20.02.2007.
- * Their photographs as well as their speciality in dealing with the customers shall also be released to the local press for boosting up the image of the Corporation.

- * Throughout the Fortnight, items on Passenger Friendly Measures may be published in the local Editions of the News Papers duly soliciting the cooperation of the Press.
- * This Fortnight shall be made as an occasion to disseminate as much positive information as possible on APSRTC especially the long service (75 years) of the Organisation to the public and also the prestigious services being operated with route course with timings, safety advantage of RTC buses etc. through press by the Depot Managers, Divisional Managers, Regional Managers.
- * Banners should be exhibited in Bus Depot and Bus Stations on the celebrations of the Customer Focus Fortnight 2007. Banners emphasising the importance of customers should be put up in Bus Depots and the Banners emphasising the attention / comforts / services being rendered to the customer should be kept in the Bus Stations.

B) The Field Portion of the Fortnight may be as under :

Gate Meetings with the crew emphasising the importance of the Customer through the most useful aspects like

1. CAT / JHT / IJHT / GBT / TAYLs / Special Hire Sale campaign shall be conducted from 05.04.2007 to 19.04.2007 to maximise sales.
2. Special counters at all Bus Stations and potential places like Bazaars, major Traffic Junctions falling under the jurisdiction of respective Depots and Mobile camps in potential towns and villages shall be organised to promote and to sell various products of APSRTC. There should be high leap in sales in view of conducting the 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) Sales of CAT cards
 - c) Sale of JHT / IJHT
 - d) Sale of Monthly Season Tickets
 - e) General Bus Tickets
 - f) Sale of Travel As You Like Tickets
 - g) Booking of Buses for Package Tours for various occasions like picnics, visiting pilgrim centres, marriages, excursions etc.
 - h) Any information relating to APSRTC services.
 - i) Safety advantage in APSRTC buses and hence preference to travel in APSRTC Buses.
 - j) Couple Gift Card
 - k) About the features of ABAIS.
 - l) Location of ATB Agents with Phone Numbers, etc
4. Advance intimation shall be sent to the places and advance press release be given in this regard, where the camps (mobile and static) are proposed. Care must be taken to equip the mobile teams with instant camera to avoid the problem of photograph of the customer.
5. The suggestions from the public shall be encouraged on complaints and representations 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 shall be effectively utilized for successful conducting of the above activities.

DVMs in particular have to guide the DMs in planning and executing the above activities perfectly.

III. AWARDS :

RMs are requested to send nomination of the Best Depot Manager or Depot Managers of their Region, who excelled in the celebrations of Customer Focus Fortnight 2007 for an award from the Corporation. Five Best Depot Managers based on the nominations of the RMs (One region may get more than one award also) will be chosen and awarded Rs.1116/- and an Appreciation Letter from VC & MD to DMs. There may be a possibility of awarding DVM/RM in a similar fashion in whose Division / Region, several Depots excelled in realising the objectives of the Customer Focus Fortnight 2007.

While nominating the DMs, the emphasis may be laid on the actual involvement of the DM and his team (may be in an innovative and creative way) to realise the objectives of the Customer Focus Fortnight 2007, efforts made in percolation of importance of customer to the lowest level among the employees and reach to the public far and wide, sales made, number of complaints received / solved (including those pending). In this context, a meeting of all DMs, DVMs with RM is suggested 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.

IV. CONCLUSION :

A brief note along with the press clippings & photographs on the activities taken up and the sales during the Fortnight, Best Employees awarded Depot-wise and the nomination of the best Depot Manager shall be submitted to this office by 27.04.2007 in the proformae enclosed.

Encl: proformae.


**VICE CHAIRMAN &
MANAGING DIRECTOR**

To
All Regional Managers

Copy to:
All Officers of the Corporation for information & n/action.
All Traffic In-Charges and BSMs 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 31.03.2007

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

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		
MSTs	TKTS		
GBTs	TKTS		
TAYLTs	TKTS		
SPL. HIRES	Buses		

Proforma - III

**Statement showing Depot wise Best three employees
who were awarded**

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